65

BROADCASTING

combined with

Broadcast Advertising

THE JOHN CRERAR
SEP 10 1934

Published Semi-Monthly

Vol. 7 No. 6

WASHINGTON, D. C.
SEPTEMBER 15, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

NRA MEMBER U.S. WE DO OUR PART

NRA MEMBER U.S. WE DO OUR PART

NBC is demonstrating its new

COMPLETE RECORDED PROGRAM SERVICE

during the N. A. B. Convention at the Netherland-Plaza Hotel, Cincinnati, September 16-20. Everyone is cordially invited to attend.

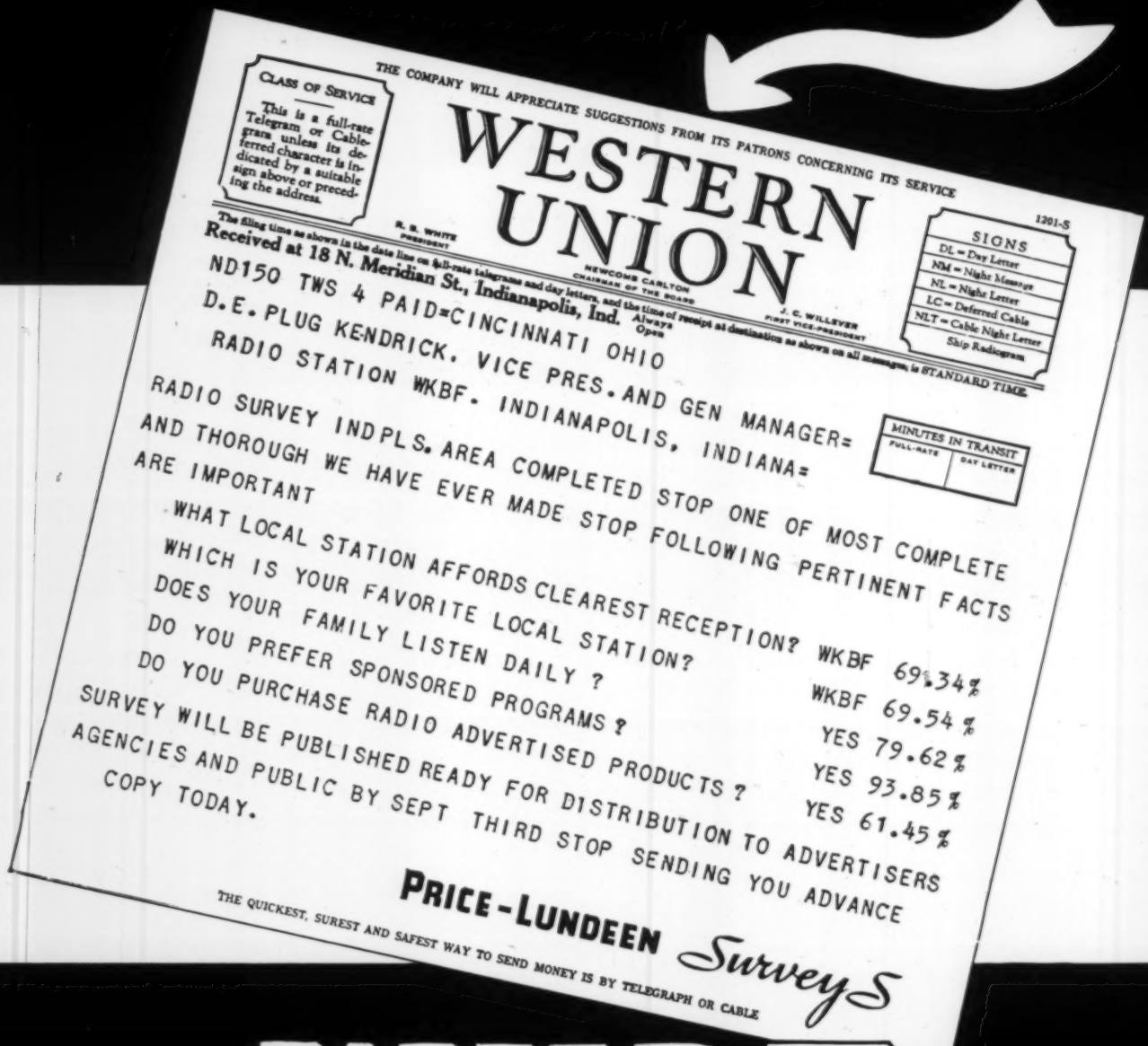
From "Radio Revels" SR No. 3. Also three other types of complete programs now available.

NATIONAL BROADCASTING COMPANY, Inc.

A RADIO CORPORATION OF AMERICA SUBSIDIARY • NEW YORK, WASHINGTON, CHICAGO, SAN FRANCISCO

XUM

Here's Your Proof!



THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, CHAIRMAN OF THE BOARD
R. B. WHITE, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT

1201-S

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at 18 N. Meridian St., Indianapolis, Ind. Always Open

MINUTES IN TRANSIT
FULL-RATE | DAY LETTER

ND150 TWS 4 PAID=CINCINNATI OHIO
D.E. PLUG KENDRICK. VICE PRES. AND GEN MANAGER=
RADIO STATION WKBF. INDIANAPOLIS, INDIANA=
RADIO SURVEY INDPLS. AREA COMPLETED STOP ONE OF MOST COMPLETE AND THOROUGH WE HAVE EVER MADE STOP FOLLOWING PERTINENT FACTS ARE IMPORTANT

WHAT LOCAL STATION AFFORDS CLEAREST RECEPTION? WKBF 69.34%
WHICH IS YOUR FAVORITE LOCAL STATION? WKBF 69.54%
DOES YOUR FAMILY LISTEN DAILY ? YES 79.62%
DO YOU PREFER SPONSORED PROGRAMS ? YES 93.85%
DO YOU PURCHASE RADIO ADVERTISED PRODUCTS ? YES 61.45%

SURVEY WILL BE PUBLISHED READY FOR DISTRIBUTION TO ADVERTISERS AGENCIES AND PUBLIC BY SEPT THIRD STOP SENDING YOU ADVANCE COPY TODAY.

PRICE-LUNDEEN Surveys

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

WKBF

IN INDIANAPOLIS

Covers THE NATIONS 13TH RETAIL MARKET

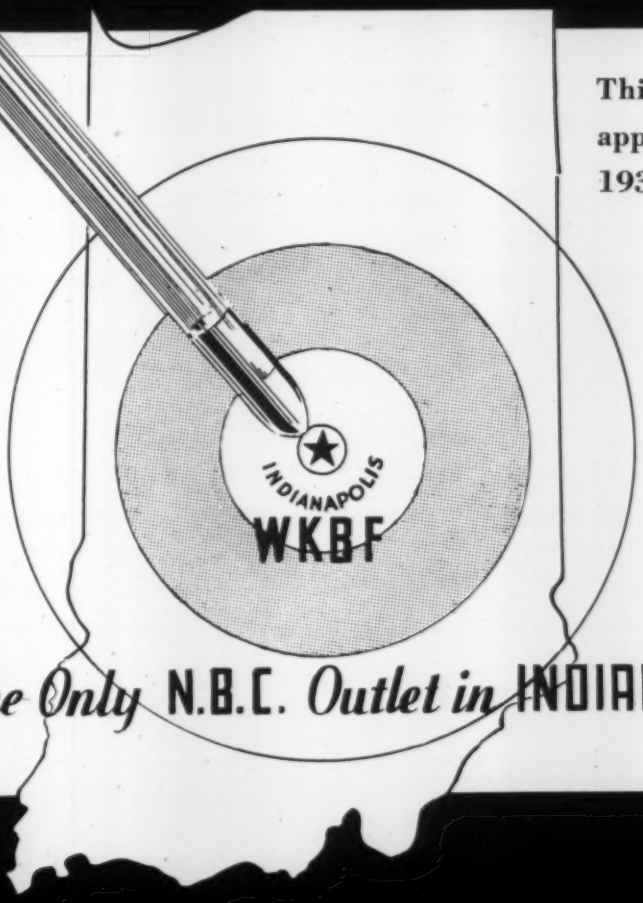
NATIONAL REPRESENTATIVE

GREIG, BLAIR & SPIGHT, INC. • NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DETROIT

MAKE SURE OF BULLS-EYES

...Get closer to the target!

Include
W K B F
in your Barrage
if you would sell
Indianapolis



This page advertisement appeared in the October 1, 1933, "BROADCASTING."

●

We told you these things a year ago

The Only **N.B.C.** *Outlet in* **INDIANA**

WKBF *and* **INDIANAPOLIS** *are available on either* **"RED"** *or* **"BLUE"** *networks*

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Success built on Service....

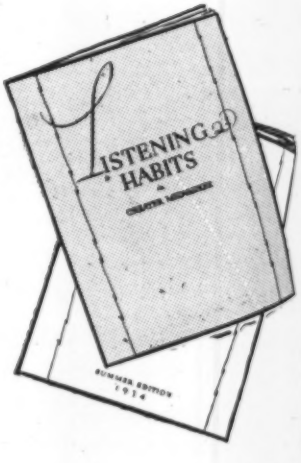
WTMJ

There's a reason why more local and national advertisers are heard on WTMJ than on any other Wisconsin radio station.

Thorough coverage and strong programs are not the only answers. WTMJ sells *service* as well as time. The "Listener Habits" surveys made by this station in 1934 were the first accurate coverage analyses ever offered by a radio station, because they reflected listener preference at the actual moment of interview.

Both the winter and summer editions provided facts that refuted many long-established beliefs. Like the famous "Consumer Analyses" published by The Milwaukee Journal for the past twelve years, these radio surveys give advertisers something tangible upon which to base sales efforts.

Any organization contemplating a campaign in this rich market (one of the country's 12 biggest) can obtain from WTMJ complete information on wealth, buying habits, listening preferences and all other market characteristics.



MEMBER OF N.B.C. NETWORK **WTMJ** WISCONSIN'S FAVORITE STATION

THE MILWAUKEE JOURNAL STATION

National Representatives, **EDWARD PETRY & COMPANY, Inc.**

NEW YORK CHICAGO DETROIT SAN FRANCISCO

WKRC GREETS THE N.A.B. . .

W K R C is indeed proud of your choice of Cincinnati for the N. A. B. convention. As member to fellow members, we extend a cordial invitation to all of you to visit the W K R C studios. With the N. A. B.—*for* it—and *of* it—W K R C is constantly striving to improve radio broadcasting and increase its usefulness to advertisers and to listeners.

W K R C . . . CINCINNATI, OHIO . . . 1000 WATTS

New York and Chicago Sales Representatives: Radio Sales, Inc.
485 Madison Ave., New York—410 North Michigan Ave., Chicago

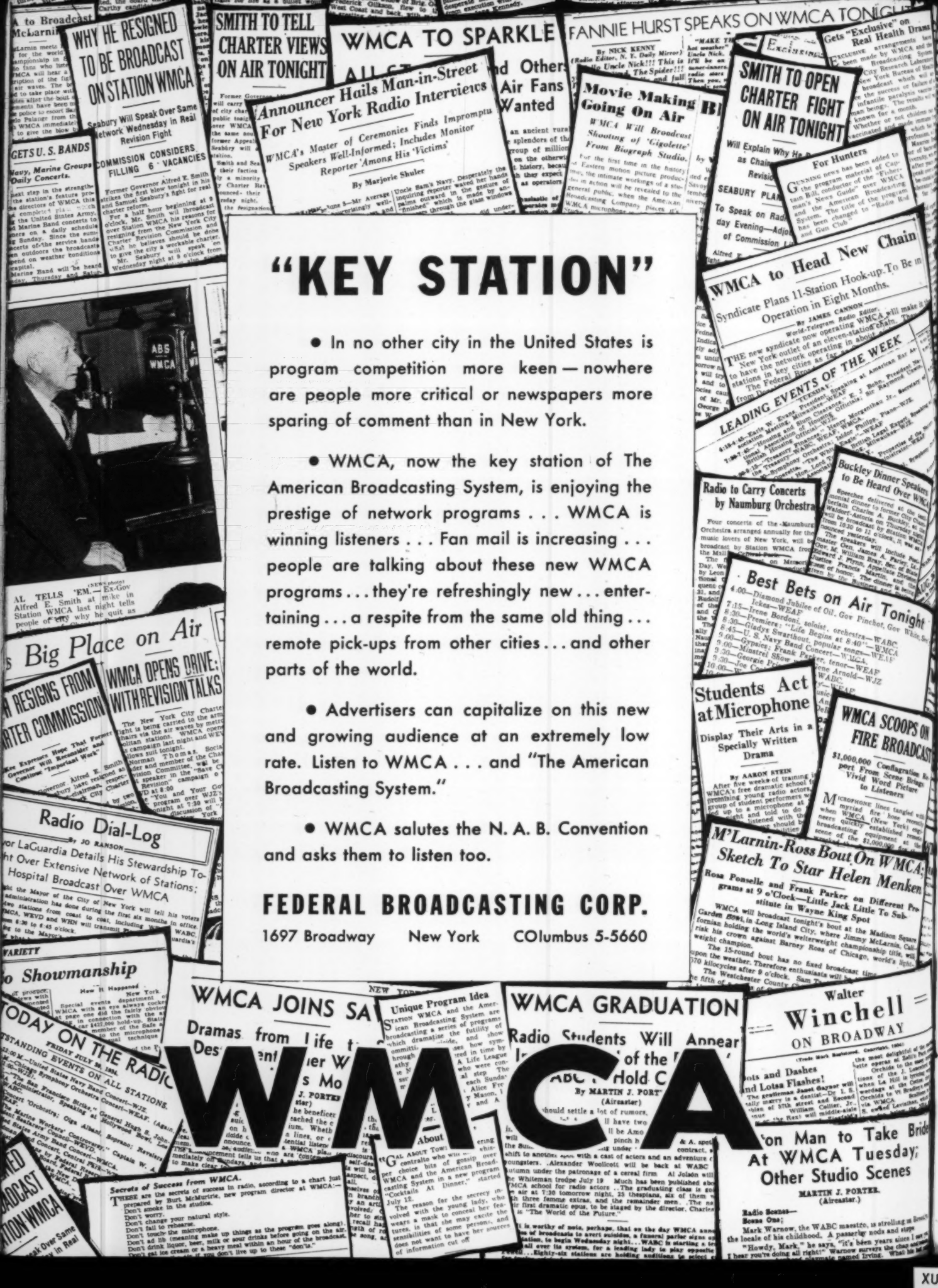
X There are several reasons why advertisers show a decided preference for W K R C—It is the *only* local outlet for the Columbia Broadcasting System—occupies a preferred position on the dial, 550 Kilocycles—operates on a full 19 hour schedule—is equipped with the newest Western Electric Transmitter and turntables.

TO THE NATIONAL ASSOCIATION OF BROADCASTERS

Out there in front—the thrum of polished blades—climbing the wind—lifting and leading the load. Without those flashing arms, a dozen or a hundred cylinders might roar—and remain bound to earth, thrashing within their own walls. Because the N. A. B. has added lift and lead to an industry—because it has given heed, and speed, to the multi-cylinders, the tangent interests, of the broadcasting field—and because, out there in front, it has added strength and significance to the entire structure of broadcasting, we salute it and its capable officials, with honest pride in our own membership. The industry has fashioned, in the N. A. B., a polished blade...let's give it power...let's keep it out in front.

THE COLUMBIA BROADCASTING SYSTEM

XUM


WHY HE RESIGNED TO BE BROADCAST ON STATION WMCA
Seabury Will Speak Over Same Network Wednesday in Real Revision Fight
COMMISSION CONSIDERS FILLING 6 VACANCIES
SMITH TO TELL CHARTER VIEWS ON AIR TONIGHT
WMCA TO SPARKLE
Announcer Hails Man-in-Street For New York Radio Interviews
WMCA's Master of Ceremonies Finds Impromptu Speakers Well-Informed; Includes Monitor Reporter 'Among His 'Victims'
By Marjorie Shuler
FANNIE HURST SPEAKS ON WMCA TONIGHT
Movie Making Going On Air
WMCA Will Broadcast Shooting of 'Gigolette' From Biograph Studio.
SMITH TO OPEN CHARTER FIGHT ON AIR TONIGHT
For Hunters
WMCA to Head New Chain
Syndicate Plans 11-Station Hook-up. To Be in Operation in Eight Months.
By JAMES CANNON
World-Telegram Radio Editor
LEADING EVENTS OF THE WEEK
Buckley Dinner Speakers to Be Heard Over WMCA
Radio to Carry Concerts by Naumburg Orchestra
Best Bets on Air Tonight
Students Act at Microphone
Display Their Arts in a Specially Written Drama
By AARON STEIN
WMCA SCOOPS ON FIRE BROADCAST
$1,000,000 Conflagration Report From Scene Brings Vivid Word Picture to Listeners
M'Larnin-Ross Bout On WMCA; Sketch To Star Helen Menken
Rosa Ponselle and Frank Parker on Different Programs at 9 o'Clock—Little Jack Little To Substitute in Wayne King Spot
WMCA will broadcast tonight's bout at the Madison Square Garden Bowl, in Long Island City, where Jimmy McLarnin, Celtic pugilist holding the world's welterweight championship title, will risk his crown against Barney Ross of Chicago, world's light-weight champion.
The 15-round bout has no fixed broadcast time upon the weather. Therefore enthusiasts will have to tune to 970 kilocycles after 9 o'clock. Sam Taub will be the announcer.
The Westchester County Center Bowl, where the fifth of a series of
"KEY STATION"
• In no other city in the United States is program competition more keen — nowhere are people more critical or newspapers more sparing of comment than in New York.
• WMCA, now the key station of The American Broadcasting System, is enjoying the prestige of network programs . . . WMCA is winning listeners . . . Fan mail is increasing . . . people are talking about these new WMCA programs . . . they're refreshingly new . . . entertaining . . . a respite from the same old thing . . . remote pick-ups from other cities . . . and other parts of the world.
• Advertisers can capitalize on this new and growing audience at an extremely low rate. Listen to WMCA . . . and "The American Broadcasting System."
• WMCA salutes the N. A. B. Convention and asks them to listen too.
FEDERAL BROADCASTING CORP.
1697 Broadway New York COlumbus 5-6600
AL TELLS 'EM.—(NEWS photo) Alfred E. Smith at mike in Station WMCA last night tells people of city why he quit as
Big Place on Air
WMCA OPENS DRIVE; WITH REVISION TALKS
Radio Dial-Log
By JO RANSON
Mayor LaGuardia Details His Stewardship To-night Over Extensive Network of Stations; Hospital Broadcast Over WMCA
VARIETY
Showmanship
TODAY ON THE RADIO
OUTSTANDING EVENTS ON ALL STATIONS.
FRIDAY JULY 29, 1938.
WMCA JOINS SA
Dramas from Life t
Unique Program Idea
WMCA GRADUATION
Radio Students Will Appear
Walter Winchell
ON BROADWAY
Secrets of Success from WMCA.
THESE are the secrets of success in radio, according to a chart just prepared by Burt McMurtrie, new program director at WMCA:—
Don't smoke in the studios.
Don't worry.
Don't change your natural style.
Don't fail to rehearse.
Don't touch the microphone.
Don't ad lib (meaning make up things as the program goes along).
Don't drink liquor, beer, milk or sour drinks before going on the air.
Don't drink liquor, beer, milk or sour drinks within an hour of the broadcast.
Don't eat ice cream or a heavy meal within an hour of the broadcast.
Don't eat ice cream or a heavy meal within an hour of the broadcast.
Don't, don't, don't, if you don't live up to these "don'ts."
About
Radio Bonbons—
Bonne Onn;
Mark Warnow, the WABC maestro, is strolling in Brook-
the locale of his childhood. A passerby nods and stops
"Howdy, Mark," he says, "it's been years since I saw
I hear you're doing all right!" Warnow surveys the chap and
WMCA
'on Man to Take Bride At WMCA Tuesday; Other Studio Scenes
MARTIN J. PORTER
(Airseater.)

BROADCASTING
and
Broadcast Advertising

Vol. 7 No. 6 WASHINGTON, D. C. SEPTEMBER 15, 1934 $3.00 PER YEAR—15c A COPY

ASCAP Suit Brightens Convention Spirits

By SOL TAISHOFF

Government's Proceedings Against Music Combine Paves Way For Other Business At Cincinnati Parley, Sept. 16-19.

WITH ENTHUSIASM running high by virtue of the government's anti-trust suit against the American Society of Composers, Authors & Publishers, portending ultimate victory in the copyright fight, much of the tension that has gripped the broadcasting industry over the operations of its trade association seems to have relaxed, and this change is certain to be manifest at the twelfth annual convention of the NAB in Cincinnati, Sept. 16 to 19.

Copyright representing a dollars and cents issue that has bulked large with stations, advertisers and agencies for several years, agitation against the NAB has been founded largely upon the failure to procure relief during the last three years. Now that dissolution of the so-called "music trust" is in prospect, with resultant lower royalties for the right to perform popular music, the predominating view seems to be one of gratitude to the NAB for establishing grounds upon which the Department of Justice could attack ASCAP and its affiliates as an illegal monopoly.

Educator Hearing Uppermost

WITH COPYRIGHT eliminated as an intra-industry political issue, the convention will be in position to concentrate upon a combination of matters of transcendant importance revolving about maintenance of the American system of broadcasting without undue government interference. Heading the list is the Oct. 1 "25 per cent" hearing before the Broadcast Division of the FCC, at which the industry again must make a case for itself to check the onslaughts of educational and religious groups in the so-called "non-profit" category, which have been plaguing Congress with their political lobbies demanding a share of the broadcasting facilities.

There is agreement that any specific allocation of wave lengths by Congress to such purely class interests would undermine the radio structure in this country, and could only be regarded as a step toward nationalization of American broadcasting. It is on the major premise that American broadcasting is the best in the world, and that any interference with the present system would destroy this service to the public, that the industry, through the NAB, will make its case before the FCC. The FCC called the hearing in compliance with the order of Congress, contained in the Communications Act, that it report Feb. 1 recommendations on the various proposals that a portion of the radio facilities be allocated to "non-profit" organizations.

Plans for the presentation of the industry case will be placed before the opening session of the convention by Philip G. Loucks, NAB managing director, and Henry A. Bellows, former CBS vice president, now devoting his time to preparation of the case. The views of delegates will be sought, and the final plan presented for approval.

Code to Come Up

ALSO SHARING in that phase of the convention agenda under the heading of "industry freedom of action" are the Code of Fair Competition for the industry, being administered by a Code Authority independent of the NAB; the Federal Trade Commission's survey of broadcasting continuities, and administration of the radio provisions of the communications law by the new FCC. The entire effort will be directed toward a coordinated industrial program to ward off the possibility of "over-regulation" by the various federal agencies, and for continuance of the self-imposed "house-cleaning" campaign introduced two years ago and which gradually has been realizing its aim.

The remainder of the program for the three-day business sessions runs the gamut of business problems which have developed during the year or held over from other years. Inasmuch as most of these matters are interlocked with the code, notably with respect to trade practice provisions, they are on the agenda for discussion during the NAB sessions, as well as during the full-day meeting of the Code Authority Sept. 20, which convenes immediately following the convention at the Netherland-Plaza Hotel, where convention headquarters will be established.

That the convention will far outshadow all others in the dozen years of NAB history, is evident from the intense interest shown by members during the last few turbulent months. Since last year the NAB membership has increased by approximately 100 to 370 members. An attendance of at least 500 is expected for both the NAB and Code Authority sessions.

May Retain Administration

IN VIEW of the copyright litigation and because of the pendency of legislative and administration problems that carry over to the next session of Congress, there appears to be a growing sentiment for retention of the present NAB administration intact for the forthcoming year. Singularly enough, politics and political campaigning has been lacking during the last few months, and, so far as is known, there are no outspoken candidates for the presidency, now held by Alfred J. McCosker, WOR, who is completing his second term.

While a third term is unprecedented in the NAB, the feeling that the NAB should not "change horses" at this time, may logically

Program of NAB Cincinnati Convention . . .

MONDAY, SEPTEMBER 17

10:00 A. M.

Presiding Officer: President of the Association.
Call to order.
Address of welcome: Hon. Russell E. Wilson, Mayor of Cincinnati.
Address of the President: Mr. Alfred J. McCosker, WOR.
News by Radio: Hon. C. C. Dill, U. S. Senator from Washington.
Federal Communications Commission: Mr. Hampson Gary, chairman, Broadcast Division, Federal Communications Commission.
Radio and Human Liberty: William Hard, magazine writer and radio commentator, Washington.
Appointment of committees, announcements, adjournment.

2:00 P. M.

Presiding Officer: President of the Association.
Call to order.
Report of the Managing Director: Philip G. Loucks, NAB.
Report of Legislative Committee: Henry A. Bellows, chairman.
Report of Engineering Committee: Joseph A. Chambers, chairman, WLW-WSAI.

TUESDAY, SEPTEMBER 18

10:00 A. M.

Presiding Officer: President of the Association.
Call to order.
The Advertiser Builds a Program: H. J. Quilliam, KOMO-KJR.
Report of Commercial Committee: Arthur B. Church, chairman, KMBC.
Report of Committee on Cost Accounting: H. K. Carpenter, chairman WHK.
Report of Tax Committee: E. M. Elkin, KDKA.

2:00 P. M.

Call to order.
A Resume of Code Administration: John Shepard, 3rd, chairman, Code Authority for the Radio Broadcasting Industry.
Radio Advertising and the Federal Trade Commission: Hon. Ewin L. Davis, member Federal Trade Commission.
Coordinating America's Amusement Industries: Sol A. Rosenblatt, Division Administrator of the National Recovery Administration.
Report of Nominating Committee, Election of Officers, Adjournment.

WEDNESDAY, SEPTEMBER 19

10:00 A. M.

Call to order.
Widening Horizons (A conception of the opportunities, responsibilities and problems of education by radio): Fred Willis, executive office, CBS.
Report of Program Committee: Edgar L. Bill, chairman, WMBD.
Copyright Division: Report of Oswald F. Schuette, copyright advisor of the NAB.
Report of I. D. Levy, treasurer of NAB, WCAU.
Report of J. C. Hostetler, special counsel, Baker, Hostetler, Sidlo and Patterson, Cleveland.

2:00 P. M.

Call to order.
Report of Resolutions Committee.
Installation of Officers.
Adjournment.

Our Headquarters

THROUGHOUT the NAB convention, BROADCASTING will maintain headquarters in the Netherland-Plaza Hotel.

bring about the demand that the McCosker slate be reelected. If anything develops for a change in the executive ranks, it will be through spontaneous action after the convention convenes, rather than as a result of any pre-arranged, organized movement.

In addition to President McCosker, other present officers of the NAB are Leo J. Fitzpatrick, WJR, first vice president; John Shepard 3rd, Yankee Network, second vice president, and Isaac D. Levy, WCAU, Philadelphia, treasurer. Mr. Loucks, appointed by the board, also acts as secretary.

Many Directorships Expire

TERMS of six of the 14 directors expire at the convention—five of which are three-year terms and the remaining one for a one-year tenure. More than two dozen prominent broadcasters are mentioned as candidates for these posts, exclusive of the half-dozen whose terms expire and who are candidates to succeed themselves. Directors whose terms expire are Henry A. Bellows, WCCO; E. B. Craney, KGIR; Walter J. Damm, WTMJ; Quin A. Ryan, WGN, and W. W. Gedge, WMBC. C. W. Myers, KOIN, who was designated last year to fill the unexpired term of Leo B. Tyson, of Los Angeles, resigned, also is up for reelection to complete the remaining year of that term.

Among the candidates for these six posts are D. E. (Plug) Kendrick, WKBF; John J. Gillin, Jr., WOW; James C. Hanrahan, KSO; Glenn Snyder, WLS; L. B. Wilson, WCKY; Jesse L. Kaufman, WINS; Harry C. Butcher, WJSV; M. R. Runyon, WABC; Powel Crosley, WLW; Earl C. Anthony, KFI; S. G. Persons, WSFA; Harry Shaw, WMT; John Elmer, WCBM; Jerry King, KFWB; Ralph Brunton, KJBS; Martin Campbell, WFAA; Edwin M. Spence, WPG; E. K. Cargill, WMAZ; George B. Storer, WMCA; Frank Megargee, WGBI; Roy Thompson, WFBG, and Sidney Bliss, WCLO.

No Rift in Ranks

THE ANNUAL crop of rumors, reports and innuendos about breaks in the ranks of the broadcasters, network domination of the NAB, movements for trade associations representing particular classes of stations, and the like, have been spread, but are not being taken seriously. Inspired by those who would like to see a rift, these stories apparently are falling upon deaf ears this year. Identified with this talk has been an exclusive station representative.

On the commercial side, the convention is certain to get repercussions from the commercial section meeting held in New York in June, coincident with the annual meeting of the Advertising Federation of America. Relating almost entirely to station, advertiser and agency relations, the highspot of this discussion may center around network relations with affiliated stations. This latter subject does not have a place on the agenda, on the theory that contractural relations of networks with their affiliates is not a trade association problem, but rather is a matter as between these parties entirely. John F. Patt, WGAR, who raised this issue at the June meeting, is prepared to inject it into the convention discussions.

GENERAL CONVENTION INFORMATION

Registration Desk will be located on the fourth floor of the Netherland-Plaza Hotel, and will be open from 10 a. m. until 1 p. m., Sunday, Sept. 16, and from 8:30 a. m. until 5 p. m. on Monday, Tuesday and Wednesday.

Registration fee of $10 per person includes the annual banquet on Tuesday at 6:45 p. m. Additional banquet tickets may be purchased at Registration Desk at $6.00 each.

Fourth Annual NAB Championship Golf Tournament for BROADCASTING magazine trophy will be held Sunday at Twin Oaks Country Club, Latonia, Ky. Bus will leave hotel at 10 a. m. and first foursome will tee off at 10:30 a. m.

All general sessions and banquet will be held in the Pavilion Caprice located on the fourth floor.

Wear your badge at all times. It is your ticket to all meetings. Without it you will be denied admittance.

All motions and resolutions offered by delegates must be in writing and handed to the presiding officer after presentation.

Headquarters will be located in Parlor "O" on the fourth floor. Committee meetings will be held in Parlors "H," "I," "J" and "L," all located on the fourth floor.

GOLF TROPHY—To the winner of the NAB Golf Tournament at Twin Oaks Country Club, Latonia, Ky. (across the river from Cincinnati), on Sept. 16, will go this cup, awarded by BROADCASTING Magazine. A cup is presented each year by this publication.

Special Trains

NAB Convention special air-conditioned cars direct to Cincinnati will be run by the Chesapeake & Ohio Railway from the East. Special cars will be carried on the George Washington (departing from New York 12:30 p. m. EST, and from Washington 6:01 p. m. EST) on Saturday, Sept. 15, arriving in Cincinnati at 8:30 Sunday morning. Special cars also are being arranged on the FFV (departing from New York Saturday at 5:30 p. m. EST and from Washington 10:35 p. m. EST), arriving at 2:50 p. m. Special fares for the round trip of one and one-third of the full rate have been authorized, if vouchers, procurable from the NAB, are filed in advance.

All general sessions will be held in the air-conditioned Pavillon Caprice of the Netherland-Plaza Hotel. The convention will be open only to members in good standing, rather than to the entire industry, as was the case during the last three years. Representation at the meetings will be restricted to delegates or alternates.

Contest for Golf Cup

FOLLOWING customary procedure, the convention opens Sunday, Sept. 16, with a golf tournament for the BROADCASTING magazine trophy, awarded by the publishers of radio's news magazine. The tournament will be held at Twin Oaks Country Club, Latonia, Ky., across the river from Cincinnati. Dr. Leon Levy, WCAU, who won the cup last year, is the defending champion.

More than the usual number of guest speakers are on the program for the three days of business sessions. After the formal opening Monday, Sept. 17, by President McCosker, the first business will be an address on "News by Radio" by Senator C. C. Dill (D.), of Washington, chairman of the Senate Interstate Commerce Committee, who retires from Congress at the end of this year. Senator Dill will disclose the results of the questionnaire he sent recently to all stations respecting news broadcasting. The Senator has under consideration possibly entering the radio news field through creation of a cooperative press association, and the reaction he receives at the convention is expected to be a determining factor in his future plans.

Chairman Gary to Speak

CHAIRMAN Hampson Gary, of the Broadcast Division of the FCC, will be formally introduced to the industry at the Monday session. Although he had not decided upon the topic of his address as BROADCASTING went to press, he planned to discuss the broad subject of federal regulation of broadcasting and to impart some of his own views in that regard.

"Radio and Human Liberty" will be discussed by William Hard, internationally known journalist and radio commentator, at the Monday morning session. A close student of international radio, Mr. Hard will impart to the convention his reactions and views on broadcasting at home and abroad and its job as a public welfare instrumentality.

With a year of unprecedented activity behind it, and an even bigger year just ahead, the NAB will hear a detailed accounting of the problems of the industry from Managing Director Loucks at the Monday afternoon session. Con-

(*Continued on page* 82)

NBC's New Rates For Stations Near

INTRODUCTION of NBC's new affiliated-station compensation yardstick, under consideration for more than a year, is contemplated this fall and may be announced within a fortnight, according to word from NBC headquarters. The matter was the subject of a board meeting Sept. 4, and it was stated that several matters remain to be adjusted before formal announcement is made.

The new rate scale, it is expected, will be based upon a combination of factors, probably including market, station coverage and station rate, rather than upon any fixed rate, such as the $50 per hour payment now made for network commercials to all except a few affiliates.

Network compensation to stations was discussed at the recent NAB commercial section meeting in New York, and while not on the agenda for the NAB convention in Cincinnati Sept. 16-19 is expected to arise during debate.

Better Deal From NBC Is Demanded by WLS

IN ACCORDANCE with the terms of its network contract, WLS, Chicago, has served notice upon NBC that it is unwilling to renew its contract next March 1, under present terms, according to word received Sept. 5 from Glenn Snyder, manager of the *Prairie Farmer* station. As a consequence, the station and the network are now negotiating for renewal on a different basis. The notification, it was pointed out, was only to meet requirements of the original contract which specifies that such notice must be given by either party six months in advance or any March 1, else automatic renewal will ensue for another year.

Under the existing contract, WLS allows to NBC two commercial evening hours daily in compensation for the use of the WENR 50,000 watt transmitter. WENR, operated under lease by NBC, shares time with WLS on the same clear channel. Removal of KYW, another NBC Chicago outlet, to Philadelphia late this year it was pointed out, will complicate the Chicago situation. WMAQ is a full-time NBC outlet, and WCFL, labor station, has been used occasionally by NBC, but plans to become the key of its own Midwest network soon, and may also align itself with George B. Storer's American Broadcasting System.

Efforts of the Hearst interests to lease WLS after the KYW removal have proved fruitless, it is stated at WLS. Negotiations also have been conducted by Hearst for WENR, but their status is not definitely known, although it is stated by Homer Hogan, manager of KYW, that the Hearst Chicago *Herald-Examiner* will continue operating a radio station after KYW moves.

MORE than $1,250,000 is being spent for a 2,000-mile radio program line circuit to link Australia's broadcasting stations into a nation-wide network.

When It's Kilocycle Time in Cincinnati . . .

By Thornton Fisher

CINCINNATI - 1934
PHIL LOUCKS, THE CONQUERING HERO -
ASCALPS
EDUCATORS' HEARING
I WANT TO GET MAD BUT I CAN'T GET HOT IN THE COLLAR IN HERE!!
ME, TOO - I CAN'T WORK MYSELF INTO A LATHER!!
PAVILLON CAPRICE
BOY, I'D BE BURNING UP TO TELL YOU GUYS WHAT I THINK BUT I CAN'T GET STEAMED UP!!
ALFRED McCOSKER AND HIS SHILLELAH
THEY'RE MEETING IN AN AIR-COOLED ROOM AT CINCY - THERE MUST BE A SWELL REASON -
SEN. C.C. DILL HAS A PRESSING PROBLEM ON PRESS RADIO
DON WITHYCOMB NBC - THE ADONIS COLLAR AD LAD
25%
HENRY BELLOWS WILL TRY TO PROVE THAT YOU CAN'T CUT A SLICE FROM THE RADIO PIE
WLW
500,000 WATTS
GOOD NIGHT!
HAMPSON GARY, CHAIRMAN, BROADCAST DIV. OF THE FCC WILL TALK ABOUT THE NEWEST COMBINATION IN UNCLE SAM'S ALPHABET SOUP
ED SPENCE, OLD CONVENTION MAESTRO
JOE CHAMBERS
L.B. WILSON
E.S. MITTENDORF
POWEL CROSLEY JR.
THE SPEECH TROOPS WILL BE ON THE FIRING LINE
JUST A WORLD FULL OF WORDS!
OLD DEBBIL "RATE-CUTTING"
JOHN SHEPARD III AND JAS. W. BALDWIN WILL RUN THE CODE AUTHORITIES' SHINDIG
YE LOCAL QUARTET
FEDERAL TRADE COMMISSIONER EWIN L. DAVIS WILL HAVE SOME WORDS TO SAY ABOUT WORDS -
ASCAP CRYING ROOM
JOHN G. PAINE
WOE IS US!
CLAUDE MILLS
G. BUCK
NATHAN BURKAN
ANTI TRUST LUTION SUIT
U.S.
FREDDIE WEBER
GEORGE STORER
AMERICAN BROADCASTING SYSTEM
THE NEW BABY NETWORK
SOL ROSENBLATT, NRA DIVISION ADMINISTRATOR WILL DO A LITTLE CODIFYING
THORNTON FISHER

Broadcasting Poll Set for Convention

Trade Data to Be Gathered By Voting Machine

DETAILED answers to a dozen key questions affecting the business of broadcasting and the relationship of stations with advertisers and agencies will be available for the first time by virtue of a referendum to be conducted during the NAB convention in Cincinnati Sept. 16 to 19 by BROADCASTING Magazine.

Arrangements have been made with the Automatic Voting Machine Corp., of Jamestown, N. Y., manufacturers of voting machines for all election purposes, to install one of the machines (pictured herewith) at the entrance of the NAB convention auditorium. Station, agency and advertising executives will be asked to record their votes, in complete privacy, on the 12 separate questions.

Helped Frame Questions

THE QUESTIONS were prepared by the editors of BROADCASTING Magazine after consulting with executives of the NAB, the Association of National Advertisers and the American Association of Advertising Agencies. Philip G. Loucks, managing director of the NAB, A. W. Lehman, assistant managing director of the ANA, and Frederick R. Gamble, executive secretary of the AAAA, lent their cooperation.

The vote will be computed following the convention and will be published in detail in the Oct. 1 issue of BROADCASTING. Such important and interesting questions as the business outlook for the 1934-1935 season, merchandising, standardization of rates, coverage surveys, copyright, electrical transcriptions and radio news services are covered in the series of inquiries propounded.

The voting machine also will be used, through the courtesy of the corporation, in the election of officers for the NAB, to take place Sept. 18. Following adjournment of the NAB convention Sept. 19, the machine will be stripped of the broadcasting business questions, and used for balloting by the Code Authority for the Radio Broadcasting Industry, which convenes at the same place Sept. 20. Four questions having to do with the operations of the code insofar as broadcasters are concerned have been prepared in collaboration with James W. Baldwin, executive officer of the Code Authority. The machine also may be used by the Code Authority in its election of officers and membership.

F. G. Taylor, advertising manager, and George M. Burbach, Jr., of the advertising department of BROADCASTING, will supervise the balloting, along with a representative of the Automatic Voting Machine Corp.

PROMINENT among the prospective fall and winter advertisers on the networks are a number of corporations manufacturing high-priced commodities which are not frequently replaced. It is understood that the proportion of such potential clients to the total volume of business on the chains is much greater than at any time in the past.

Voting Machine at NAB Convention

Radio Referendum At NAB

To Be Conducted By BROADCASTING Magazine

1. Based on time reservations and prospects, how much better do you think radio business will be this fall as compared with last?
   - A. 0-10%
   - B. 10-20%
   - C. 20-50%
   - D. 50-100%
   - E. Above 100%
2. Do you use the standard order blank for spot broadcasting?
3. Do you believe merchandising service should be paid for by the advertiser?
   - A. In part
   - B. In full
   - C. Not at all.
4. Do you favor standardization of units of sale of radio time?
5. Are you in favor of signal strength measurements for determining station coverage?
6. Do you believe listener data should be combined with signal strength measurements under the jurisdiction of a non-profit cooperative organization?
7. Do you believe the broadcasters should create their own music performing rights organization?
8. Do you find electrically transcribed programs improving in listener favor?
9. Are you in favor of changing the form of electrical transcription announcements?
10. Do you subscribe to the Press-Radio Bureau's news bulletin service?
11. Do you subscribe to any independent radio news service?
12. Do you favor sponsoring news broadcasts?

Questions to Be Propounded By Code Authority For Radio Broadcasting Industry At Special Cincinnati Meeting, Sept. 20

Note: These questions not to be included in voting during first three days, but to be inserted in machine when Code Authority holds its meeting Sept. 20 following adjournment of NAB Convention.

1. Do you believe that the trade practice provisions of the broadcasting industry code can be enforced in the absence of a periodical inspection of the books and records of each station?
2. Has the increase in your business been as great as the increase in your operating cost?
3. Have you any fixed policy for the creation of a reserve to provide for normal employment during slack periods?
4. Have you made any provision for the granting of retirement annuities?

NBC Will Demonstrate Discs at NAB Convention

DELEGATES to the forthcoming NAB convention in Cincinnati will have an opportunity to have demonstrated to them the recordings released to date by the NBC Syndicated Recorded Program Service. NBC has already made plans for a special exhibit room at the Netherland-Plaza Hotel, where the annual meeting will be held.

The following releases have been made to date by the NBC Recorded Program Service:

"Moments of Melody"—a music show including light classical selections by Victor Herbert, Romberg, Mendelssohn, Dvorak, and other famous composers of the traditional folk music of the world.

"Romance and Melody"—Jules Lande and his singing violin with romantic musical introductions supplied by Eunice Howard and William Johnstone.

"Radio Revels"—a variety show presenting Max Dolin and his music with Irving Kaufman, Peggy La Centra, and Cameron Andrews.

"Max Dolin and His Grenadiers"—a dance program of popular musical favorites.

Western Electric Plans Exhibit at NAB Parley

AN ENTIRELY new line of studio and station equipment will be displayed by the Western Electric in connection with the convention of the NAB in Cincinnati, Sept. 16-19. The display will include equipment covering virtually every requirement of speech input for broadcasting.

The features of the studio equipment are compact cabinet assembly, complete A-C operation eliminating all batteries, turret control and high quality amplifiers. The exterior of the apparatus is of modernistic design, composed of gray metallic finish with satin chrome trim.

The apparatus will be on demonstration in a suite at the Netherland-Plaza Hotel. One room will contain a microphone and a reproducing set for high quality records. These will be amplified through the new equipment located in the exhibit room where the records and voices of visitors will be reproduced by a loudspeaker.

Bromo Seltzer Expands

FOLLOWING a short test period over WABC, New York, the Emerson Drug Co., Baltimore (Bromo Seltzer) on Sept. 5 extended Harold Sherman, psychologist, in his program titled "All About You" to 7 eastern CBS stations, Mondays, Wednesdays and Fridays, 10:30-10:45 a. m., EDST. The same sponsor on Oct. 12 will start a new program, talent yet to be picked on 17 NBC-WJZ stations, Fridays, 8:30-9 p. m., EST. The agency is J. M. Mathes, Inc., New York.

Oxydol Maps Campaign

A SERIES of thirty-six 5-minute electrical transcription programs for Oxydol are to be placed in September for Proctor & Gamble Co., Cincinnati, by Blackett-Sample-Hummert, Inc., Chicago. About 30 markets are to be used.

Potential Market for More Radio Accounts

By DR. HERMAN S. HETTINGER
Wharton School of Finance, University of Pennsylvania

Cooperative Approach to Problem of Selling Advertising Held Foremost Need of Broadcasting Industry

Dr. Hettinger

SINCE 1930 the radio audience has increased approximately 50 per cent, tending to give the advertiser a much greater potential circulation for his radio dollar than he had four years ago. Yet the broadcasting industry has failed to cash in on this growth in listener population as much as it should, according to this economist. The principal reasons for this, Dr. Hettinger believes, is that the industry has not accumulated sufficient ready information about itself and has not cooperated, as have other industries, in promoting the medium on a broad scale. He cites many fields which offer prospects for new or greater markets.

CERTAINLY the potential market for radio advertising should have been increased by the remarkable gains in listening audience which have occurred in recent years. Since 1930 the radio audience has increased approximately 50 per cent. Rates on the other hand have by no means increased to that degree, if to any degree at all. The radio dollar therefore tends to buy vastly more potential circulation than it did four years ago. In many instances this consideration must in itself be important enough to make it a more desirable medium for specific advertisers than some other medium previously used. It is interesting to note that the summer audience in 1934 was larger, by every reasonable estimate, than the entire winter audience of 1930.

There is also a potential market existing in developing the use of more than one station in a community by a single advertiser. Some stations, WOR for instance, already have made progress in this direction.

Listener Loyalties

THIS IS a logical development. An advertiser often uses more than one newspaper in a given town, in order to secure more complete coverage. Radio stations are similar to newspapers in that each has its own clientele. The average person utilizes no more than three stations, and even among these he has marked loyalties. It is true that an outstanding hit will cause him to seek the station broadcasting it, irrespective of any considerations other than adequate reception. However, it seems to me that we have reasoned too much on the basis of outstanding hits. The majority of programs are not in that category and therefore do not have that pulling power.

Moreover, it must be remembered that different classes and temperaments of listeners desire different types of programs, each type of which should be placed over the station to whose personality and clientele it is best suited. These are merely random observations, but careful study of this problem should be of decided benefit to broadcasters and advertisers alike.

For the individual station, and even network, a considerable extension of the potential market for radio advertising should be able to be effected by a more careful development of prospect lines. One of the most interesting features revealed by a study of the data made available by the NAB statistical service has been the marked tendency toward concentration of accounts, in one or another field of business, on the part of the average radio station. It is the perfect example of "hitting the high spots and going along the lines of least resistance."

If there is one furniture store, undertaker or restaurant, or whatever it may be, which has been sold radio advertising, it seems that the salesman immediately proceeds to all of its competitors and sells them on the basis of the first account. Consequently the roster of sponsors of many stations is unnecessarily concentrated in a few fields.

Broad Potential Market

THE POTENTIAL market for radio advertising is a surprisingly broad one. During March of the current year I counted 204 different types of business sponsoring non-network programs on a group of 100 stations. I achieved this total without any attempt to inflate the list by such means as calling every type of proprietary medicine a separate type of business. Both in national spot and local advertising a most amazing variety of products presented themselves, ranging from awnings, antiques, bullion cubes, building supplies and bicycles, through egg dyes, grapefruit, light bulbs and macaroni, to wagons, wall paper, work garments and yeast.

Certainly all of these prospects are not open to all stations in all localities. Not every station, even in one locality, would find it practical to cover so wide a range. Each type of station must find its best market, and selective selling is to be recommended as against random solicitation. On the other hand, there seems to be an indication that thus far the selection has been all too restricted in many instances. One conclusion which one reaches, after examining sales planning and administration methods in the radio field, is the need for further study of this whole problem. I recommend it as a highly desirable activity for the NAB commercial section.

Let me say, however, that the prospect list is but the *beginning*. It is the advertising plan which counts, principally, especially with the local advertiser who in many instances may not have the assistance of competent agency advice, and for whom the station staff may be obliged to function both as radio experts and sales counsellors. It seems to me that increased knowledge of the potentialities of radio, first as an advertising medium, and second, as one phase of the highly complicated process of distribution, will do more to expand the potential market for radio advertising than can any other force.

Let us look at this aspect of the question for a moment. What can radio do as well or better than other media? What are its peculiarities? In radio the advertising sponsor has the potential advantage of placing immediately opposite his own advertising message the most interesting material in the day's publication: namely, his own program, if he is skillful enough to make it that. This is of tremendous importance in attracting circulation *to his given advertisement*, and it can be done in radio to an extent unequalled in any other medium.

In the second place, the regular repetition of the program at a specified time, and the previous interest aroused through listener anticipation of the program, give the advertiser an advantage in isolating his message from competing ones, which it is hard to duplicate in other media.

Good Will Medium

THIRDLY, the emotional quality and personality of the programs, which the psychologist would call feeling-tone, makes radio particularly effective as a good will medium, and as a means for building up company and product personality.

Fourth, radio has the advantage of appealing to the ear, the oldest of all our methods of securing knowledge. Its psychology is that of the ancient story-teller weaving his tale before some primeval campfire. Psychologists tell us that the spoken word has greater memory value than the written. Moreover, the spoken word has behind it the voice personality and emotional appeal of an individual speaker. Radio is not purely advertising. It is partly individual personal salesmanship, for the announcer though he speaks to millions, reaches each listener individually. This personal, conversational and individual appeal is, to my mind, the greatest undeveloped force in radio selling today.

Radio, it seems to me, can do almost anything that other media can do, and do something surpassingly well. True it cannot present concrete pictures, so necessary at times. It is difficult to present long technical messages over the air. But as a good will builder, so important in institutional, retail, and cooperative campaigns, and in the sale of services, it seems to be unexcelled. Because of its dramatic interest, it is particularly effective in arousing dealer interest. It also can be merchandised with particular effectiveness, and thus tied in with the dealer's own selling activities.

Spot Advertising

BECAUSE of its institutional aspects it should be good for the advertising of a family of products, a trend which is noticeable on the air recently. It should be particularly advantageous for introducing a new product. The potentialities of spot advertising is cheaply reaching the cream territories, and the dramatic value of radio should be of assistance in that direction. Why radio seems to have been so little used for the popularization of slogans, I have never been able to understand. Both in their essence are verbal. Radio should be an effective medium for the sale of services, since this involves the presentation of an abstract idea in terms of daily experience, a task for which the varied dramatic facilities of radio seem ideally fitted.

Can radio sell the class audience? Why not? Remington-Rand has sold a rather unexpected type of buyer via the air. But the increased sale to the class audiences will require programming which will emancipate itself more from the precedents of the vaudeville stage, motion picture and concert hall than has thus far been done. Radio must strike out and create its own art in terms of its own basic elements.

But to return to the more prosaic task of selling goods. How to capitalize on these potentialities of radio? It seems to me that three things will help materially. They are: (1) A better knowledge of the behavior of the present market; (2) better knowledge of the relation of radio to the entire field of distribution, and (3) better knowl-

(*Continued on page* 80)

Radio Premiums Have Broad Range

Analysis Shows Listeners Prefer No Buying Obligations, Dislike Complications, Care Little About Value

By GILBERT CANT

THE PRACTICE of many radio advertisers of giving away premiums of varying value to listeners has developed into a tremendous merchandising business, one of BROADCASTING'S staff writers reveals in this article. The value and type of these prizes differ widely, as do to the requirement placed on recipients. Some advertisers wish to make direct sales, others just wish to create good will. Responses indicate, however, that listeners prefer the gift with no strings on it, regardless of its intrinsic worth.

RADIO advertisers have offered listeners, during the last six months, an almost infinite variety of articles, ranking all the way from pictures of babies and Hollywood actresses to descriptive booklets of Sing Sing Prison. Somewhere in between these two extremes were innumerable aids to beauty, maps of Little America and model helmets which some script writer thinks may be worn in the year 2434.

The manner in which these premiums were made available to listeners varied almost as much as the nature of the premiums themselves. In some cases no strings were attached: the listener simply was invited to write to the company (either direct or "in care of the station to which you are listening"), or to visit the nearest dealer, in order to receive the offer. In other cases—perhaps in a majority of them—it was necessary to send in some part of the cartons in which the sponsor's products are packed. Sometimes inclosure of postage was asked. In the more complicated cases, wrappers, or parts of wrappers, from two or more of the company's products were required.

Variety of Contests

IN AN ENTIRELY different category were the contests. These included the building of words from the letters contained in the sponsor's corporate name, the naming of a new pattern of silverware, writing a song on the back of a shampoo carton, to be sung to the tune of "It Ain't Gonna Rain No Mo'," and (for the ladies) submitting a picture of the mouth, wreathed in smiles, to qualify as America's "dental charm" girl.

Most sponsors have been unwilling to release figures on the success of their offers. The cases in which definite information is available are so few that it is not possible to deduce from them the rules a sponsor should follow in order to make his offer successful. Records which have been examined by the writer, but which are not available for publication, suggest that many sponsors are satisfied with a comparatively small number of responses, provided each one represents a sale of the product advertised, while an approximately equal number use the offer only to build good will. As the objective is not to build sales directly, but to interest as many persons as possible in the product, large numbers of replies are considered vital to the success of the campaign.

Intrinsic value of the premium offered has little or nothing to do with the response which may be expected. Almost everything depends on the ease with which the article may be obtained, plus a consideration of its *attractiveness* (as distinct from value), based on its novelty or utility.

Restrictions Disliked

IN THE UTILITY classification, Sealed Power Corp. has been offering car owners a diagnosis tag, obtained merely on writing to the company, and has been very successful with this as a "premium." Perfect Circle Co., makers of piston rings, also has been giving motorists free information on their cars' requirements.

Pictures of artists taking part in the program have been offered by several sponsors with varying degrees of success. The Beech-Nut Packing Co. distributed 150,000 pictures of Red Davis and his family in less than five weeks. There were no restrictions. Where the sending of carton tops was required (in these cases the pictures being accompanied by some article of value, such as a dish towel), the response was not so great numerically. In one or two cases where listeners were asked to send part of a carton, inscribe it in a certain way, and mail it to the sponsor, in order to get only a picture of the talent, the response was still less.

But the fact that 150,000 persons wrote, in such a short space of time, for the Red Davis pictures shows that the listening public is not entirely greedy for articles of value. Rather, it appears to be the consensus among listeners that it is asking too much when the sponsor expects to make a sale in return for a picture. The giving away of pictures has been, at one time or another, so common as to cause their cost to be overlooked.

Though no precise figures have been released, it is believed that the record for any premium was attained by the Frigidaire Corp., when it offered a booklet in connection with the cruise of the *Seth Parker*. The publication contained sea stories, was well illustrated, and contained a copy of the program's theme song "Blow the Man Down."

In the transcription field, World Broadcasting System reports the outstanding success of the Skelly Oil Co. with "The Adventures of Jimmie Allen." When the listeners were invited to drive up to any Skelly station and ask for an inexpensive picture of Jimmie Allen, 350,000 responded, and sales of oil increased markedly during the time the offer was in effect.

Premium Offers of Leading Broadcast Sponsors . . .

Following is a list of offers made over NBC from January 1 to the beginning of May of this year:

A. C. Spark Plug Co.—Contest, write statement; prizes: automobiles, entrants to have plugs cleaned by A. C. method.

Bauer & Black, Inc.—Lucky card bookmark, carton top required.

Beech Nut Packing Co.—Pictures of Red Davis and Family, no restrictions.

Bristol-Myers Co.—Contest, send picture of smile, no restriction; prizes: trips to Chicago and New York.

Campana Sales Co.—Balm dispenser, carton required.

Campana Sales Co.—Contest, slogan for Dreskin; prizes: cash, carton required.

Colgate Palmolive Peet Co.—Garden seeds, carton required.

Continental Oil Co.—Trip plans and maps.

Climalene Co.—Contest, write statement; prizes: dish washers, carton required.

Climalene Co.—Cannon dish cloth and picture of artist, carton required.

R. B. Davis Co.—Cook book, no restrictions.

Fels and Co.—Swiss handkerchief, cartons required.

F. W. Fitch Co.—Contest; prizes: cash; all entrants receive bottle of shampoo, carton required.

Frigidaire Corp.—Booklet re *Seth Parker*, no restrictions.

General Foods.—Booklet on happiness, carton required.

General Foods Co.—Rubber batter scraper, enroll in cooking school.

General Foods Co.—Artists' photographs, carton required.

General Foods Co.—Capt. Diamond's Notebook of the Sea, carton required.

General Mills, Inc.—Nut and candy dish, sales slip required.

General Mills, Inc.—Photograph of artists, carton required.

General Mills, Inc.—Bon-bon dish at dealers, with purchase.

General Mills, Inc.—Contest, new name for silverware; prizes: cash and autos, sales slip required.

General Mills, Inc.—Silver finished bowl, sales slip required.

Gerber Products Co.—Picture of the Gerber baby, postage required.

Gulf Refining Co.—Bridge lessons, no restrictions; road map, no restrictions.

Health Products Co.—Vitamin chart, carton required.

Horlicks Malted Milk.—Booklet on arthritis, no restrictions.

Institute of America Meat Packers.—Program talk, no restrictions.

Jeddo Highland Coal Co.—Bookplates, no restrictions.

Kellogg Co.—Story book, carton required.

Lady Esther Co.—Cosmetics, no restrictions.

Lamont Corliss Co.—Cosmetics, no restrictions.

Larus Bros. Co.—Pipe and tobacco, enroll in club.

Lehn and Fink.—Samples of products, no restrictions.

Lehn and Fink.—Photograph of artist, carton required.

Lehn and Fink.—Pair of night gloves, carton required.

Luxor, Ltd.—Cosmetics, no restrictions.

Malted Cereal Co.—Maple sugar, carton required.

Metropolitan Life Insurance Co.—Booklets and exercise chart, no restrictions.

Mohawk Carpet Mills Co.—Booklet on rugs, no restrictions.

Molle Co.—Razor blades, carton required.

Benjamin Moore and Co.—Color chart, no restrictions.

Northwestern Yeast Co.—Booklet on making bread, no restrictions.

Northwestern Yeast Co.—Sample of product, no restrictions.

Pacific Coast Borax Co.—Booklet re Death Valley, carton required.

Palmer House, Chicago.—Booklet re World's Fair, no restrictions.

Pepsodent Co.—Tube of toothpaste, limited to Milwaukee area.

Perfect Circle Co.—Information on piston expander, no restrictions.

Pillsbury Flour Co.—Invitation to studios, no restrictions.

Pillsbury Flour Co.—Aluminum covered cook book at discount with coupon.

Pillsbury Flour Co.—Booklet on children, carton required.

Plough, Inc.—Contest, write statement; prizes: cars, carton required.

Princess Pat, Ltd.—Cosmetics, no restrictions.

Princess Pat, Ltd.—Rouge shade, carton required.

Princess Pat, Ltd.—Cosmetics, carton required.

Princess Pat, Ltd.—Vanities, carton required.

Princess Pat, Ltd.—Contest, select picture of best-looking woman; prizes: cash and make-up kits, carton required.

Princess Pat, Ltd.—Vanities, part of carton required.

Procter and Gamble Co.—Contest, name a dish mop; prizes: cash, carton required.

Quaker Oats Co.—Club membership, carton required.

Quaker Oats Co.—Contest, complete a verse; prizes: trips to New York and Chicago, baseball equipment; carton required.

Ralston Purina Co.—Photograph of Tom Mix, carton required.

Ralston Purina Co.—Consultation chart, carton required.

Red Star Yeast Products.—Booklet, no restrictions.

Rieser Co.—Cigarette lighter, perfume, lipstick, compact; carton required.

Rieser Co.—Contest, write statement; prizes: cash, carton required.

Sealed Power Corp.—Car diagnosis tag, no restriction.

Sparks Withington Co.—Radio log book, recipe book; no restrictions.

Spratts, Ltd.—Samples, booklet on dog care; no restrictions.

Standard Brands, Inc.—Brochure on Eddie Cantor, carton required.

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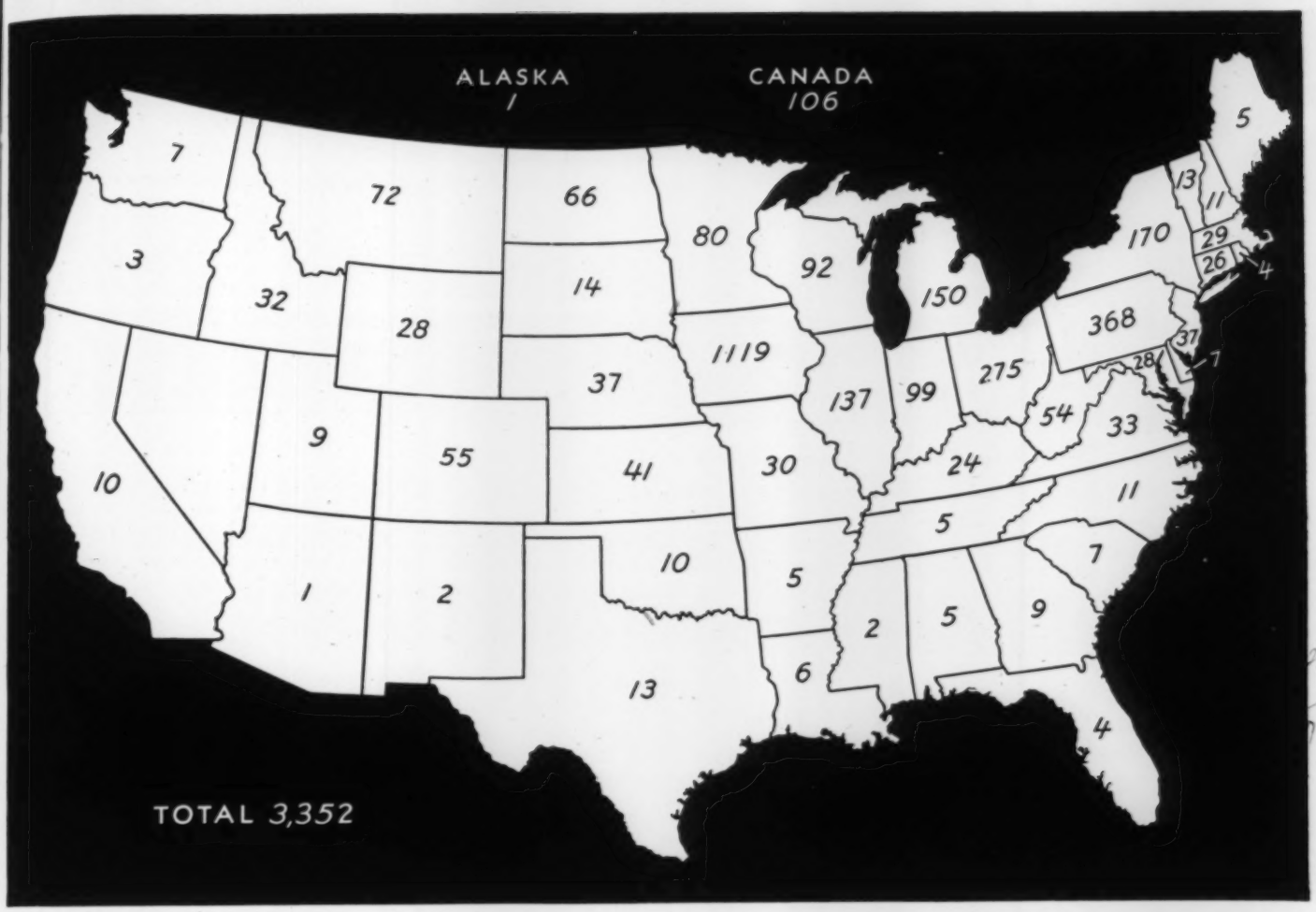
RESPONSE to a quarter-hour show with quarters attached



NO, WE'RE not crowing about a three-thousand mail response to a quarter hour, although the advertiser who pulled a quarter out of each response was pretty much pleased. But the coast-to-coast spread of this mail shows why WOC-WHO is one of the recognized profit-earners for the advertiser, in this era of 1934 when advertising profits do not grow on every bush—nor on every transmitter.

Comparatively few advertising media of any kind reach an audience so large as that reached by every advertiser with a good show on WOC-WHO. Time and again, well posted radio men say that having WOC-WHO on the station list is a good way to insure adequate returns to the advertiser.

GEOGRAPHICALLY

as well as commercially, Iowa is a big market, stretching over 200 miles north to south, over 300 miles east to west. Buying power is not concentrated in limited metropolitan areas, but is spread over the entire state. Des Moines, home of WOC-WHO, is Iowa's largest city, but it has less than 6% of the state's population (1930 census). To sell Iowa, you need to cover it—and to cover Iowa, you need the only radio station which has power enough to do the job—WOC-WHO. To the advertiser interested primarily in Iowa, WOC-WHO offers THE way to sell Iowa by radio. The extensive audience of WOC-WHO OUTSIDE the state proves the thoroughness of coverage INSIDE.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Manager DES MOINES, IOWA *Phone: 3-4872*

Representatives—Free & Sleininger, Inc.

NEW YORK
Chrysler Bldg.
Murray Hill 2-3030

CHICAGO
180 N. Michigan Ave.
Franklin 6373

DENVER
Charles Building
Keystone 6028

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
Chamber of Commerce Bldg.
Richmond 6184

SEATTLE
Stuart Building
Elliott 6662

WOC-WHO

FULL-TIME, CLEARED-CHANNEL

50,000 WATTS

XUM

Consent Decree Held Possible In Government's ASCAP Suit

NAB Prepares for New Copyright Arrangements; Schuette Asks NRA to Hold Up MPPA Code

A CONSENT DECREE whereby the American Society of Composers, Authors & Publishers, and its affiliates and members, would reorganize into an open music pool and agree to cease certain practices adjudged unlawful by the court, is seen as a possible conclusion to the Department of Justice anti-trust suit against the ASCAP, now pending in the Federal District Court for Southern New York.

While ASCAP, the Music Publishers Protective Association, and the some 125 other organizations and individuals named as defendants in the sweeping suit have not yet filed answers, the petition itself paves the way for such a solution and in effect calls for such action as adoption of a consent decree. ASCAP and the other defendants have 20 days from Aug. 30, when the suit was filed, in which to submit answers. It is presumed that an extension of 20 or 30 days will be sought. Such pleas usually are granted, particularly in a case as important and far-reaching as the pending suit.

Hailed by Industry

REGARDED as one of the most important anti-trust actions instituted by the federal government in recent years, the suit contains the most comprehensive portrayal of the plight of the broadcasting industry in its dealings with ASCAP ever presented. It was hailed by the broadcasting industry, advertisers and agencies included, along with other "victims" of ASCAP, as the final showdown in the four-year fight against the music combination, and one that presages victory.

It is logically expected that ASCAP and its associates will ask dismissal of the suit on some technical ground, but experienced attorneys see little possibility of success because of the expert way in which the petition was drafted. Furthermore, no temporary injunctive relief is sought; the petition seeks to enjoin permanently the music combine, after full review by the court, from continuing the "combinations, conspiracies, agreements and activities."

A study of the suit reveals that the Department of Justice proposes a "per piece" method of royalty payments to copyright proprietors, predicated upon free competition between copyright owners, with the royalty fixed by the owner. This is in contrast to the present ASCAP method, wherein broadcasters are required to pay royalties on their "net receipts" (actually meaning gross income), plus an arbitrary sustaining fee, irrespective of whether ASCAP numbers are used.

Announcement was made by E. C. Mills, ASCAP general manager, following institution of the litigation, that it would be fought to the finish. He branded the suit as another effort to force revision of the radio contracts, and scoffed the view that it would be successful. A special meeting of the ASCAP board, however, was called for Wednesday, Sept. 5, to discuss the procedure incident to the suit.

While ASCAP openly is charging that the government suit was "inspired" by the NAB, it was ascertained that both the Department and the Trade Commission, over a period of several years, have received scores of complaints from public performers of music in every class, and during the last year from numerous Senators and Congressmen, as well as from state officials and from independent publishers and composers.

The suit came at a time when ASCAP itself is torn with internal dissension, and is exerting efforts to renew contracts for ten-year terms with publishers. Shortly before the filing of the suit, the New York Supreme Court granted an order in the suit of the Sam Fox Publishing Co. against ASCAP ordering the combine to produce all of its records, agreements and contracts as a part of the litigation. Thus, for the first time, full data relating to the organization and activities of ASCAP will be available in the public records, and are naturally expected to divulge trade secrets of ASCAP which have been under constant fire even within the organization itself.

NAB Plans Next Step

STEPS are being taken by the NAB through Philip G. Loucks, managing director, and J. C. Hostetler, to devise a method of operating procedure for the industry in its use of copyrighted music in anticipation of the adjudication of the government suit. In order to avoid confusion, it has been agreed, one or more plans will be worked out so that a continuing supply of acceptable copyrighted music will be available even in the event ASCAP, MPPA and their individual members decide to disband and deal individually as "licensing" organizations with broadcasters and other public performers. Another possibility is the building up of the Radio Program Foundation, created two years ago as a music and program reservoir for the industry, to the point where it can become a music clearing house.

Whatever the outcome, it is generally believed that, should the government win its suit, a "per piece" method of royalty payments will be developed. A consent decree, it is felt, necessarily would embody such a principle. More than likely, the NAB special copyright committee, headed by President Alfred J. McCosker and containing representatives of every class of station, will be called upon at the NAB convention this month to consider every possible plan for permanently adjusting the copyright problem.

In behalf of the NAB, Oswald F. Schuette, NAB copyright advisor, Aug. 31 sent to NRA Administrator Hugh S. Johnson a letter asking that further consideration of the pending music publishers code, submitted by MPPA, be suspended in view of the filing of the government suit, so as to

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MR. LEE

Don Lee, 53, Dies Of Heart Disease; Operated Network

Had Notable Career in West; Pioneer in Television

DON M. LEE, 53, operator of the Don Lee Network and owner of four California stations, died unexpectedly just before midnight Aug. 30 of heart disease at his suite in the Ambassador Hotel, Los Angeles. Frequent attacks of indigestion, which brought a warning from Dr. Edward Bak, preceded the final illness. Mr. Lee had ordered dinner for himself, Mrs. Lee and his son on the evening of his death.

Besides his wife, he leaves a son, Tommy Lee; two adopted daughters, Elizabeth Boyd Lee and Mrs. Christine Lee Witherspoon, wife of Herbert Witherspoon, KHJ sales executive; a sister, Mrs. Merrill, of Seattle, and a brother, Cuyler Lee, of Los Angeles.

Mr. Lee, already the owner of KFRC, San Francisco, purchased KHJ from the *Los Angeles Times* in 1927, and since that time has been a potent figure in radio development on the Pacific Coast.

Formed Network

BESIDES the San Francisco and Los Angeles stations, he also owned KDB, Santa Barbara, and KGB, San Diego. These stations became known as the Don Lee-California Network when hooked up with the McClatchy newspaper stations: KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, KERN, Bakersfield, and KOH, Reno, Nev.

With the addition of four Northwest independent but affiliated CBS stations, the 12 stations (not including the thirteenth, or Reno station) became known as the Don Lee-CBS network. The Northwest outlets were KOIN, Portland; KVI, Tacoma; KOL, Seattle, and KFPY, Spokane.

Mr. Lee's radio interest did not stop with the ownership of the broadcasting plants. He took out the first television license west of Chicago, and has spent thousands of dollars in the development of the art and science with his Los

(*Continued on page 82*)

CBS Denies Break With Don Lee Net

PERSISTENT reports that CBS will shortly sever its relations with all or part of the Don Lee Network are emphatically denied by officials of CBS. It is pointed out that William S. Paley, CBS president, entered into an agreement for a new contract with the late Don Lee while in California in August. Sam Pickard, CBS vice president, it was added, has gone to Los Angeles to arrange final details of the new contract.

"Columbia," stated an official, "has every desire and intention to continue its amicable relations with the Don Lee organization, which has made such a splendid record in the west. There is no truth whatever in the many rumors and reports about a break between us."

One report, which was denied, had it that CBS is negotiating with KLX, Oakland, Cal., 1,000-watter, operated by the *Oakland Tribune*, to use it as its Northern California outlet in lieu of Don Lee's KFRC.

Reports also persist that a break is imminent between the Yankee Network and CBS. It was learned that John Shepard, 3rd, although he signed a renewal with CBS last year, wants to withdraw WNAC, Boston, and possibly the other three stations he owns, from CBS. CBS has entered into an affiliation agreement with WHDH, Boston, as future protection in the Boston area.

Copyright Notice Served

NOTICE has been given to music publishers by the Associated Music Publishers, Inc., enjoining them to cease further sale of the composition "Estrellita" and to give an accounting for all copies sold, according to an announcement by M. E. Tompkins, vice president. Pointing to the "pitfalls" that lurk in the path of broadcasters, Mr. Tompkins said it is reasonable to suppose that arrangements of the number were brought out in good faith by publishers, and "goes to show how careful a broadcaster must be to insure himself against unwitting infringements of this nature especially as the ASCAP does not hold its licenses harmless in the event of claims of infringement against any of its members, or in any way stands sponsor for the validity of any copyright in its repertoire."

KWKH Joins CBS Net

CBS ON SEPT. 15 adds KWKH, Shreveport, La., as the hundredth unit of its nation-wide network. The station, recently acquired by Sam Hunter, Louisiana oil man, from "Hello World" Henderson, operates with 10,000 watts on 1,100 kc. Its licensee is the International Broadcasting Corp., and is managed by Dwight Northrup, formerly of WSPD, Toledo.

NISLEY Co., Detroit (shoes) is placing a series of one-minute electrical transcriptions to run 26 times in September in Los Angeles, Dallas, Detroit, St. Louis, Pittsburgh, and Atlanta. The agency is Mumm, Romer, Robbins & Pearson, Detroit.

Help yourself to a bigger piece of the pie!

FIGURES just released by the Bureau of Census show that the retail sales for 1933 in the counties comprising the WOR Area represent a bigger share of the U. S. total than in 1929 as measured by the previous census.

Actually 15.2% of the nation's total retail sales last year were concentrated in WOR's Guaranteed Service Area! Total retail sales in the WOR Area amounted close on to Four Billion Dollars—actually $3,905,328,000.

An analysis of the census report shows that in 1933 the WOR Area bettered its 1929 share of the nation's retail business to the tune of over 128 Million Dollars!

And, remember, the WOR Area sales totals were achieved without the aid of many of the Government benefactions received by other sections of the country less fortunately situated.

Today, more than ever, the WOR Area, is America's richest market!

That is why alert advertisers are stepping up their sales activities in this premier market in line with its increased sales opportunities.

Four Billion Dollars or 15.2% of the nation's retail sales pie is a lot of pie!

PROGRESS NOTE ON THE NEW
50,000 WATT
TRANSMITTER

July 24th—Excavation started.
August 1st—First concrete poured for transmitter building.
August 27th—First floor of transmitter building completed.
August 31st—Excavation for tower completed.
September 4th—Structural steel completely erected for transmitter building.

WOR 1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. • • • • NEWARK, NEW JERSEY

Chicago: Wm. G. Rambeau, 360 N. Michigan Ave. • • Boston, James F. Fay, Statler Bldg.

Unit Merchandising Plan for Stations

Eight Major Services Given in Proportion to Ad Budget; Scheme Places Limit on Demands of Agencies

By JAMES L. FREE, President, Free & Sleininger, Inc.

Mr. Free

HOW MUCH merchandising assistance should a radio station give to a spot advertiser? How much of it should be furnished free, and how much should be paid for by the advertiser? These have been increasingly troublesome questions in the broadcasting industry for the last several years.

Many station managers have adopted the attitude that advertisers or agencies who ask for such help are simply chisellers and have preferred to pass up possible business rather than to give any merchandising assistance whatever.

The Other Extreme

SOME have gone to the other extreme and have given far too much in the way of merchandising, often actually spending more in providing such service than the amount spent for time by the particular advertiser in question. The majority of men in the industry have felt that both of these extremes were rather silly and unsound, and that somewhere between the two a happy medium could be found, which would result in increased sales of time, happier advertisers, and greater station profits.

About six months ago we set out to find the answer. We embarked on a rather detailed research job, discussing the merchandising problem in all of its aspects with a lot of radio stations, with a great many newspapers, and with advertising agencies and advertisers. After some three months we had compiled more than sufficient data from all these sources to give us some tangible material to work on.

We found out from agencies and advertisers what the most important specific merchandising services are for a radio station to have available. We secured some very accurate costs on these various operations from newspapers and from the merchandising departments of some of the larger agencies. We found that the average experience of newspapers, large and small, is that only about one advertiser in ten wants or requires any amount of merchandising assistance—but that usually that one needs it badly in order to make the advertising campaign successful.

Profit by Mistakes

MOST IMPORTANT of all, we learned very definitely, that radio has an opportunity to profit by the biggest mistake made by the newspaper industry—which was its failure to establish a definite and specific policy years ago on the *amount* of free merchandising assistance to which any advertiser is entitled, if he wants it.

It is true that in recent years many of the larger newspapers have established their own individual limitations and have more or less lived up to them. However, this was not done until "horse trading" by agencies to try to get a little more than the other fellow had been quite firmly established as a habit.

Radio stations, not yet having generally plunged into merchandising extensively, have a real opportunity now to establish sound and sane policies, setting up definite and tangible services with limitations, which will save many headaches in the years to come.

Eight Major Services

WITH ALL of these thoughts in mind we set down clearly and plainly the eight major services, which are important for a radio station to be able to provide. We then arrived at accurate, average costs on providing these specific services. The next step was to arrive at a small percentage that a station should be willing to spend as part of its sales cost or as renewal insurance to make this merchandising assistance available to individual advertisers. Working from this percentage—which is small—we arrived at a value in units for each of the eight merchandising operations.

The following stations have adopted this Unit Merchandising Plan, and have set up their merchandising departments to provide efficiently the service which it covers under the unit system: WOC-WHO, Des Moines; CKLW, Detroit; WDAY, Fargo; WKZO, Kalamazoo; WIND, Gary; WJJD, Chicago; WTCN, Minneapolis-St. Paul; WHB, Kansas City; KFAB, Lincoln-Omaha; WAVE, Louisville; KOIL, Omaha-Council Bluffs, and WMBD, Peoria.

The following stations have set up departments to furnish these eight specific services at cost, but have not adopted the unit plan: WGR, Buffalo; WKBW, Buffalo; WHK, Cleveland, and WAIU, Columbus.

Cards have been printed for each of these stations, similar in appearance to rate cards, bearing this Unit Merchandising Plan in detail. For example, on any one of these stations, an advertiser who spends $1,000 is entitled to 1,000 units of merchandising without charge. If more than 1,000 units are needed, the station will be very glad to furnish the additional service at a *standard* cost per additional unit.

In effect, this means that these stations now have a "merchandising rate card," which will slowly but surely eliminate the problem of quibbling with our agency and advertiser friends over the availability or the amount of merchandising service.

The Unit Merchandising Plan

RADIO STATIONS represented by Free & Sleininger, Inc., have now established merchandising departments prepared to perform the specific types of service listed below. Every advertiser placing a bona fide contract for station time may obtain this service.

For every dollar of station time contracted for, the advertiser is entitled to one unit of merchandising assistance without charge. Types of service available, together with their unit value, are listed below. Whenever the size of the contract for station time is not sufficient to provide the number of units of merchandising desired by the advertiser, the stations furnish the additional necessary service at small extra cost. In no case does the station agree to solicit or take orders for the advertiser's products.

1. Supply advertiser with wholesale and retail dealer lists of specific classifications, such as grocers, drug stores, etc., in primary area. Per classification list ..... 50 units

2. Mail out letters and/or printed matter to the trade, station to furnish its own letterheads, if desired, and to furnish mimeographing, addressing, enclosing, sealing and mailing. Advertiser to pay postage and furnish printed matter. Per piece ..... 1 unit

3. Make cross section surveys of the retail trade, such as checking the sale, distribution, and standing of advertiser's products, and competitive products, in local trading area. (Advertiser to pay necessary travelling expenses for personal calls more than twenty miles from station.)
   (A) By personal contact, per call ..... 5 units
   (B) By telephone, per call ..... 2 units

4. Introduce advertiser's salesmen to key buyers, such as department stores, chain stores and wholesalers. Per call ..... 50 units

5. Arrange for use of window displays. (Advertiser to furnish material.) Per display placed ..... 25 units

6. Distribute counter displays and cards. (Advertiser to furnish material.) Per display distributed ..... 10 units

7. Make personal calls on jobbers, chain store buyers, department store buyers, and leading retailers, informing them of future campaign and how they will benefit by it. Per call ..... 10 units

8. Arrange audition of program for important local outlets. (Advertiser to pay any necessary talent costs.) Per person attending audition ..... 10 units

Seeks Transcriptions

AMERICAN transcriptions designed for broadcasting purposes are sought in a request to the U. S. Department of Commerce from J. R. Stapleton, director of the Indian State Broadcasting Service, 1 Garstin Place, Calcutta, India. He has indicated he is willing to contract for one or two programs per month of one hour each. He should be contacted direct.

Surveys Reveal Growth In Broadcast Audience And Hours of Listening

DATA indicating the growth of the radio audience and an increase in listening hours per day of persons who have owned sets during more than a year have been compiled from a number of sources by the CBS sales promotion department.

Including some findings which already have been reported from time to time in BROADCASTING when they were first made available, the evidence comprises the following:

Report by Dun & Bradstreet, showing that the public is buying more radio sets this year than in any previous year.

Increase in replacement of radios by those already owning sets, as a result of which approximately 75 per cent of sets sold now are for replacement; figures obtained from a joint survey conducted by CBS and McGraw-Hill Publications.

Expenditure, according to *Radio Retailing*, of $55,000,000 in 1933 for new tubes and parts to keep sets in efficient operating condition.

Survey in August this year, by Ross Federal Research Service, showing that 54 per cent of the radio audience is listening as much as last year; 27 per cent listening more, and only 19 per cent listening less.

Independent study of listening habits of 50,000 people in 96 cities, personally interviewed, showed that they listen to more program hours per day the longer they have owned their sets. The range is from 4.2 hours daily in families owning a set from one to two years, and 4.7 hours among those who have owned their sets six years or more.

Plan Permanent Hookup

DEFINITE decision to maintain a three-station network, comprising WOR, Newark, WLW, Cincinnati, and WGN, Chicago, is understood to have been reached by executives of the three stations. They will pool their interests to maintain permanent lines for special accounts, their sales organizations functioning not only for the stations but for the group. Details of the arrangement had not been worked up at the time of going to press, except that the group, with WCAE, Pittsburgh, added, has already signed Thomas Leeming & Co., New York (Baume Bengue) for a half hour show to start Oct. 19.

Dr. Lyons Tests Discs

A SIX-WEEK'S test on transcriptions of the "Manhattan Merry-Go-Round" programs sponsored on the NBC-WEAF network by R. L. Watkins Co., New York (Dr. Lyons' tooth powder), was started on 17 stations in August by Blackett-Sample-Hummert, Inc., New York agency. The 30-minute transcriptions, produced by World Broadcasting System, have been spotted for weekly presentation on WNOX, KGGF, WACO, KGKO, KGBX, KNOW, WDAG, KGGM, KVOR, KGHF, KFJI, KIEM, KIDO, KGVO, KFBB, KIT and KXRO.

WGN

BUILDS NEW $500,000 STUDIOS

● WGN, the Chicago Tribune station, the one great independent serving Chicagoland, announces the building of its $500,000 studios adjoining Tribune Tower in Chicago.

To the prestige and services of WGN are added the newest of all studios . . . the best in broadcasting equipment . . . the last word in presentation . . . a new $500,000 plant offers WGN advertisers and WGN listeners the finest facilities in radio history. *And it's all studio.* The administrative and executive offices of WGN will remain in Tribune Tower. $500,000 for new WGN programs!

●

National prestige . . . superior programs . . . 50,000 watts power . . . clear channel . . . intensive zone 7 coverage . . . *plus* a new $500,000 studio building.

WGN

The WGN Broadcasting Auditorium Competition

Decorators, designers and artists are invited to submit designs for a large broadcasting studio to which the public shall be welcome in the new $500,000 WGN studio building. Architectural and decorative treatment of the auditorium must be in keeping with the standards of WGN. Prizes totaling $4,650 are offered for successful entries. The First Award is $2,500. All entries in the competition must be delivered at Tribune Tower not later than 12 o'clock noon, November 15, 1934.

Complete information regarding the competition may be had by addressing: The WGN Broadcasting Auditorium Competition, Room 1229, Tribune Tower, Chicago.

XUM

Rating of Agencies Using Nets Shifts

Blackett - Sample - Hummert In First Place This Year

COINCIDING with the stepping-up of drug and toilet goods business into first place on the roster of network broadcasters by trade classifications, details of which appear elsewhere in this issue, Blackett-Sample-Hummert, Inc., has stepped into first place among agencies placing business with the networks.

The accompanying tables show this agency in first place last year for CBS alone, and in third place both for NBC and the two chains combined. On the basis of figures for the first six months of this year, it has outstripped Lord & Thomas and the J. Walter Thompson Co. The Blackett agency places a large volume of the now predominant drug business, while J. Walter Thompson, which last year was second to Lord & Thomas, handles much food and food beverage advertising—which hitherto has led all other classifications.

Lucky Strike Drop

THE DROP of Lord & Thomas to third place may be attributed to the interrupted schedule of the American Tobacco Co. (Lucky Strike cigarettes). On the other hand, the impressive Chesterfield campaign for Liggett and Myers puts Newell-Emmett into second place with CBS, and ninth place for the combined networks, without the aid of other accounts.

The Stack-Goble Advertising Agency is the other newcomer to the ranks of the first ten, after being thirteenth in 1933. With Newell-Emmett, this agency supplants the McCann-Erickson Co. and the Campbell-Ewald Co. Otherwise, the first ten agencies remain the same in identity, though in different rankings as compared with last year.

Incompleteness of the figures available makes it possible to show only the first ten agencies this year, while last year's first 15 are included, and necessitates a difference in the presentation. In the 1933 table, three agencies which placed only a small volume of business with CBS are shown without numerical ranking, as are two which placed no business with NBC.

Insurance Company Spots

PROVIDENT MUTUAL INSURANCE CO., Philadelphia, which on Oct. 2 starts a network series, on Oct. 14 will also start a series of nine 15-minute WBS transcriptions, once weekly, on WTCN, Minneapolis; WBIG, Greensboro, N. C.; WGST, Atlanta; WMBG, Richmond; WEBC, Duluth; WTAR, Norfolk, and WBRC, Birmingham. The network series will be heard on 14 NBC-WJZ stations, Tuesdays, 9:30-9:45 p. m., with repeat for 6 NBC-KPO stations, 1:15-1:45 a. m. Samuel Lewis, Philadelphia agency, handles the account.

A TAX of 5 per cent on all forms of advertising except radio is reported under consideration by the St. Louis board of aldermen.

Dill Urges Free Radio, Constitutional Guarantee In World's Fair Speech

OPPOSITION to any form of governrment control of radio, lest it interfere with the freedom of that medium, was voiced by Senator Dill (D.), of Washington, in a Labor Day address at the World's Fair in Chicago.

Radio, the Senator said, should be kept as free as the press and should carry a Constitutional guarantee. "The radio," he said, "is a newer instrument of public expression. We must go further than opposing government control and censorship of radio; we must guarantee that there will not be that control and censorship.

"Labor should be especially interested in having guaranteed freedom of the radio. And freedom of the radio should be written into the Constitution just as freedom of speech and freedom of the press are already. I would like to see the day when there will be a labor radio chain. In this way labor will be able to give its message to the nation. Radio does not admit of concealment or perversion of statements. Listening at their sets the audiences of America will hear the speakers and will be able to draw their own conclusions.

"In Germany, Italy, Russia, and to a lesser extent, England, radio as controlled by the government, is only a medium for the dissemination of propaganda. We must ever be alert that that should not happen here."

Change Time Sept. 30

NETWORKS and stations in the metropolitan New York area, and stations in many other daylight savings time cities, are now realigning their program schedules for a return to regular time. Eastern Standard Time replaces daylight savings time at 2 a. m., Sunday, Sept. 30. Most broadcasters will return to the standard time schedules at sign-on Sunday morning, although a few will wait until later in the day.

Cosmetics Campaign

CHAMBERLAIN LABORATORIES, Inc., Des Moines (cosmetics) will renew its series of electrical transcription announcements this fall, using stations in Dallas, Los Angeles, San Francisco, Portland, Seattle, Spokane, Salt Lake City, Denver, Bismark, Kansas City and Des Moines. The account is handled by the Coolidge Advertising Co., Des Moines, Ia.

"Red" Grange Series

NUNN-BUSH SHOE Co., Milwaukee, is planning a series of eight 5-minute transcriptions featuring Harold ("Red") Grange, football star, to be placed in a limited list of markets, including New York, Chicago, Pittsburgh and Philadelphia. The account is handled by Neisser-Meyerhoff, Inc., Chicago.

Radio Rankings of Agencies

(First Six Months of 1934)

CBS	NBC	Combined Networks
Blackett-Sample-Hummert, Inc.	Lord & Thomas	Blackett-Sample-Hummert, Inc.
Newell-Emmett, Inc.	J. Walter Thompson Co.	J. Walter Thompson Co.
Batten, Barton, Durstine & Osborne	Blackett-Sample-Hummert, Inc.	Lord & Thomas
Erwin, Wasey & Co.	Benton & Bowles	Erwin, Wasey & Co.
Young & Rubicam	McCann-Erickson, Inc.	Benton & Bowles
Wm. Esty & Co.	N. W. Ayer & Son	Batten, Barton, Durstine & Osborne
N. W. Ayer & Son	Stack-Goble Advertising Agency	N. W. Ayer & Son
Lennen & Mitchell	Erwin, Wasey & Co.	Young & Rubicam
Frances Hooper	Ruthrauff & Ryan	Newell-Emmett, Inc.
J. Walter Thompson Co.	Campbell-Ewald Co.	Stack-Goble Advertising Agency

1933 RANKINGS

Agency	Ranking CBS	NBC	Combined Networks
Lord & Thomas	—	1	1
J. Walter Thompson Co	4	2	2
Blackett-Sample-Hummert, Inc.	1	3	3
Batten, Barton, Durstine & Osborne	2	7	4
Erwin, Wasey & Co	3	10	5
N. W. Ayer & Son	17	4	6
McCann-Erickson, Inc.	18	5	7
Campbell-Ewald Co	10	11	8
Benton & Bowles	—	6	9
Young & Rubicam	12	9	10
Lennen & Mitchell	5	26	11
Cecil, Warwick & Cecil	11	14	12
Stack-Goble Advertising Agency	—	8	13
Newell-Emmett, Inc	6	—	14
Frances Hooper	7	—	15

Cormier Resigns As Head of WOR

Mr. Cormier

TERMINATING an association of eight years standing with the Bamberger Broadcasting Service, Albert A. Cormier resigned from the position of general manager of WOR, Newark, Sept. 8. Shortly afterward, he and Mrs. Cormier left for a cruise in the Caribbean from which they will return early in October. Mr. Cormier's plans for the future were not announced.

Prior to his appointment as general manager last year, he was for seven years director of sales for WOR, and it was during his regime that the station attained its present commanding position among the independents of the country.

When Mr. Cormier joined the station, its power was only 500 watts, and he was the first official engaged to devote his entire efforts to the sale of time. His first contract was with the Colgate Co. for early morning gymnastic periods to run for the then unheard-of period of 52 weeks. He inaugurated the sale of time announcements, as well as many other practices which have since become standard in the business of broadcasting.

A native New Yorker, Mr. Cormier was engaged in newspaper work before becoming advertising manager of the *Exhibitors' Trade Review*, a motion picture journal. One of the editors was Alfred J. McCosker, who resigned to become publicity director of WOR. It was he who, on being appointed station manager, invited Mr. Cormier to take charge of the sale of time.

RCA Announces New 5 kw

ANNOUNCEMENT is made by the RCA Victor Co., Inc., Camden, N. J., of a new 5 kw. transmitter, listed as Type 5-C KW. It was designed to complement in appearance and performance the recently developed 1 kw. unit, and consists of the same exciter as used for that unit, a 5 kw. Class B radio frequency amplifier, a rectifier, a line terminating and antenna tuning unit, and a standard audio cabinet rack mounting a cathode ray modulation indicator and a hum compensator.

Honored By Italy

FOR THEIR work in cooperating with last week's flight of Gen. Italo Balbo and his Italian air armada, Premier Mussolini has appointed as Chevaliers of the Crown of Italy M. H. Aylesworth, NBC president; Stanley E. Hubbard, manager of KSTP, St. Paul, and Floyd Gibbons, radio commentator. They were among the 99 Americans given various decorations by Italy.

RIT PRODUCTS Co., Chicago (Koolox shaving cream) is buying announcements on stations in Detroit, Milwaukee, St. Louis, Pittsburgh and a few other cities. Earle Ludgin, Inc., Chicago, handles the account.

Western Sponsor Sets Pace for East

M. J. B. Coffee Co. Has Introduced Celebrities Over Air; Frequent Changes in Talent Has Kept Interest

By CARL R. SIMMONS
Lord & Thomas, San Francisco

SINCE the growth of networks, Western advertisers and stations have had a hard time competing with wealthier Easterners who, with larger advertising appropriations, have been able to spend more for radio time and talent. The M. J. B. Coffee Co. is one Western sponsor, however, who has not trailed the East. Instead, almost since its advent on the air in 1929, the San Francisco advertiser has shown the East some pointers, always ready to pull new program stunts out of its bag of tricks.

A WESTERN radio advertiser has a job on his hands. He is competing with productions and talent from the East that often run from five to ten thousand dollars and more per program. The person at the dial cares not at all whether the program comes from New York, San Francisco, or Powder River, Wyo.

Eastern advertisers, because of larger appropriations, are able to spend large sums for talent. Western appropriations do not run into such handsome figures. Advertisers must make their money go just as far as possible, then a little farther. They must be on their toes to keep on the preferred list of programs of the radio audience.

There are several instances in which Western broadcasts, both sustaining and sponsored, have held their own in spite of an on-rush of top notch entertainment out of the East.

Secret of Success

IN TWO WAYS the radio program of the M. J. B. Coffee Co. has been outstanding among broadcasts originating on the Pacific coast.

First, the M. J. B. "Demi-Tasse Revue" is one of the oldest network sponsors in the West. Making its debut in the middle of 1929, the program has been broadcast regularly since then, gradually extending East. Pacific coast, Rocky Mountain and a part of the Middlewest NBC networks are now being used.

Second, the sponsor seems to have the knack of picking winners in signing up radio talent. Indeed the list of artists that have paraded before the microphone of the "Demi-Tasse Revue" reads somethink like a who's who of the ether waves. Never during the last five years has the program lacked a big name in its talent line-up. In most cases the M. J. B. Co. was first to sponsor artists who later became celebrities.

As the name indicates the program is a revue which always features a "name" dance orchestra plus a little spice in the way of comedy or some other type of entertainment to break up the half-hour of dance tunes.

In the way of orchestras, M. J. B. has had under contract for 13 weeks or longer the following: George Olsen, Gus Arnheim, Phil Harris, Ted Fio Rito, Guy Lombardo, Anson Weeks, Jimmie Grier, and, for a few broadcasts while he was making pictures on the coast, Duke Ellington.

Started Bing Crosby

IT WAS on this program that Bing Crosby was first sponsored and our private detectives tell us that he has done pretty well for himself since. Appearing at the same time with Crosby was a young tenor who had just won the Atwater Kent audition contest. His name was Donald Novis. Both these young soon-to-be stars appeared with Gus Arnheim at the Ambassador Hotel in Los Angeles, where so many of the M. J. B. broadcasts originated. It was along about this same time, early in 1930, that this sponsor brought to the radio audience regular guest appearances of the cream of the crop of movie stars. This was something of an innovation then. Many have done it since. And, with the right vehicle, it still works.

Long before the sure-fire comics of Broadway came zooming out of the East over the air lanes this Western sponsor was broadcasting a gag writer and his gags in the person of John P. Medbury. At that time and since, Medbury was the behind-the-scenes wit for not a few movie comedies and more recently for some rather important radio comedians. It was Medbury, we believe, who developed the "Dumb Dame" act, of which there have since been many.

Changes Frequent

ALWAYS keeping the same pattern, but knowing that there is such a thing as waning interest on the part of the public in any one attraction, the program is kept fresh by frequent changes.

Peter B. Kyne was brought to his thousands of admirers on the "Demi-Tasse Revue." He can reel off yarns no end. A little later J. P. McEvoy, Hearst columnist-comic strip-movie writer, joined the procession. Known to all Western radio fans was one Tizzy Lish, a man incidentally who in a false falsetto was long on cock-eyed recipes. "She" was a star attraction on an afternoon broadcast. Why not cash in on "her" big following? So Tizzy was signed and completed a successful series.

Ruth Etting showed up again in Hollywood. On went Ruth and at this writing is still "Harvest Mooning" for the coffee sponsor with Jimmie Grier, who supplies a few tunes each week also for Jack Benny. Walter Winchell ushered Miss Etting onto the broadcast, simultaneously Winchellizing as how a rift could soon be expected in the Weissmuller-Valez team account Johnny slept with his mouth open and snored.

Results Are Obvious

AS AN ADDED attraction at this time M. J. B. is presenting the leading song writers of the country, who, it seems have moved Tin Pan Alley to Hollywood Boulevard to turn out tunes for movie productions.

All well and good. But what about results? Well, we know of no one at this time who continues on the air simply to satisfy a suppressed desire to entertain people.

FCC Names New Lawyers Hassler Is Walker Aide

APPOINTMENT of six members of the legal department of the FCC, including that of Major A. V. Dalrymple, former director of prohibition and special assistant to the Attorney General, was announced Sept. 4. Major Dalrymple, who will receive an annual salary of $4,600, last year assisted in the prosecution on behalf of the Department of Justice of outlaw radio stations in the Southwest. The other appointees are John P. Bramhall, of Kansas City, whose private law practice had included specialization in utilities, with a $5,600 salary; Melvin H. Dalberg, New York City lawyer and former assistant tax commissioner of that city, at a $5,600 salary; Miss Annie Perry Neal, of Louisburg, N. C., member of that state's bar and former Raleigh and Durham, N. C. newspaperwoman, with $2,600 salary, and F. N. Fletcher, of Raleigh, with a $2,000 salary. A former official of the Oklahoma State Corporation Commission, John J. Hassler, has been designated by Commissioner Paul A. Walker, chairman of the FCC Telephone Division, as his secretary. Mr. Hassler, who was born at Phillipsburg, Kan., July 12, 1906, attended the Oklahoma A. & M. College and Oklahoma City School of Law. After engaging in private engineering practice upon his graduation from the A. & M. College, he was appointed to the state commission as gas and electric engineer and later served from 1933 as acting secretary. Simultaneously, it was announced that Abe L. Stein, Chicago attorney, had been appointed but would not take office until later this month. His salary is $3,200.

RUSS COLOMBO, the radio and screen artist who was shot and killed in Hollywood Sept. 2 when a dueling pistol he was inspecting at a friend's home accidentally fired, was engaged in making a series of 12 transcriptions in the Hollywood plant of Brunswick at the time.

Killeen to Direct Broadcast Division; Two Others Named

FCC Names N. Y. Publisher; Fills Other Positions

JOHN KILLEEN, New York City politician and former publisher of a weekly borough newspaper, was named director of the Broadcast Division of the FCC Sept. 9 at a salary of $7,500 annually. As such, he will serve as executive officer of that branch of the FCC charged with regulation of all phases of broadcasting.

Simultaneously, the FCC in full session named A. J. Patterson, of Alabama, formerly president and chief examiner of the Alabama Public Service Commission and more recently investigator for the Senate committee which inquired into ocean mail contracts, as director of the Telephone Division, and Robert T. Bartley, secretary to I. C. C. Commissioner W. M. W. Splawn, and nephew of Rep. Rayburn (D.), of Texas, as director of the Telegraph Division.

Mr. Killeen, who is 58, was mentioned early this year as the successor to former Radio Commissioner Starbuck. He was born in Troy, N. Y., and first served as clerk in the traffic department of the New York Central Railroad, retiring from that company in 1907 upon his election to the Assembly of the New York State Legislature. For 15 years afterward he was with General Electric Co., and during the latter part of that service he was contact man for G. E. with its holding companies.

In 1922 he joined an independent electric company as sales manager and two years later organized and directed the New York Democratic Publishing Co., publishing a weekly in the Bronx until 1933. In 1930 and 1932 he was head of the New York Democratic Radio Committee, handling radio contacts for the local elections. That activity, together with his experience with G. E., was given as his qualifications for the Broadcast Division directorship. He plans to take office at once.

At the same meeting, the FCC placed the entire field force of approximately 200 engineers and clerks on the temporary rolls for not more than 60 days, during which time plans for its reorganization will be worked out under Dr. C. B. Jolliffe, chief engineer.

Emory H. Lee, former radio supervisor at Detroit, and for the past several months assigned temporarily as assistant chief of the FCC field force in Washington, on Sept. 8 returned to his former post as inspector in charge of the Detroit district. George E. Sterling, of the Baltimore field office, has been ordered to Washington temporarily to succeed Mr. Lee.

A SITE just outside of Waterbury has been purchased by the *Waterbury* (Conn.) *Republican & American* for its new 1,000-watt station on 1,530 kc. authorized by the old Radio Commission. Studios will be in the Waterbury Trust Bldg.

XUM

Design for Station Production Department

By MAURY HULL
Production Manager, KARK, Little Rock, Ark.

How Independent Outlets Can Get the Maximum Audience; Cooperation With Commercial Unit is Key to Success

Mr. Hull

A STOREHOUSE of ideas that the production manager of any independent station might find useful is contained in this outline prepared by Mr. Hull for his own convenience. A close study of the tastes and habits of his listeners, the needs of the station's commercial sponsors, an alert outlook for novel program ideas, and cooperation with the commercial departments are the basis for a successful independent station, the writer holds. He also offers some excellent ideas for utilizing local talent at a minimum cost.

IT IS SAFE to say that the greatest single problem of a station which lacks network affiliation is the presenting of entertainment which will allow it to amass an audience comparable to that of stations enjoying chain programs. The brief notes herein do not pretend to be an exhaustive study of program direction, but are merely one production man's way of outlining his duties. His duties seemed to fall naturally into two groups, those of building the maximum audience for the station and those arising from cooperation with the commercial department of the station.

Getting Maximum Audience

I. BUILDING the maximum audience for the station:

A. Surveys of public taste in programs, such as those conducted by the *Literary Digest*, CBS, and individual stations, were found valuable in determining the amount of each type of entertainment and the varieties of programs. In selecting each type of program, consideration was given to the changing moods of the audience throughout the day. It was found that it takes the average person an hour or two after arising to "warm up" to the cares of the outside world; so business talks during the early morning hours were avoided. On the other hand, some people are more readily reached by broadcasts of a serious personal nature at this time, before daily cares demand their attention, hence the popularity of early religious broadcasts. Semi-classical music also was found to be well received on early morning programs, as were programs of dance music, preferably without vocal. Breakfast clubs, when well done, and setting-up exercises, are excellent for the early morning schedule, as are time signals and weather forecasts.

By 9 o'clock the world is usually well awake, and programs offering instruction rather than entertainment are well received. The morning offers a preferable time for women's housekeeping and home building programs. As the noon hour is a period of relaxation, entertainment rather than instruction is the keynote of noon-hour programs. In the afternoon almost any type program will be well received, the mood of the average person being very flexible by this time of day. In the evening, entertainment is again chiefly desirable.

This daily arrangement, however, is interrupted by Saturday and Sunday. Saturday afternoon is pre-eminently a time of diversion, while Sunday has audience moods all its own. Heavy musical programs, poetry, and philosophy seem to be better received on Sunday.

B. As an illustration of the variety of interests of the public the Sunday edition of a good newspaper might well be examined. Besides musical programs, radio must satisfy the numerous interests of people, such as politics, travel, humor, news, religion, better homes, housekeeping and a score of other universal interests. In addition, there are special interests of small groups. Weekly or bi-monthly programs for the French, Jewish, or Italian people in the city may be put on. Radio courses in foreign languages, everyday law and the like will be popular.

To obtain a psychological view the fundamental and secondary instincts of man may be listed in relation to programs, such as: Religion—religious broadcasts, sacred music; sex—love stories and dramas, poetry of love, popular music, etc.; parental home building—child rearing, health and food talks, etc.; gregarious—interviews, news, style notes, society columns, problem broadcasts; acquisitive—self-improvement, better buymanship, politics, business news, etc.; assertive and submissive—puzzles, literature, questions and answers, contests, etc. Such a list of human urges affords a basis for the creation of new and untried sustaining programs and is useful in selecting a commercial program. It should be remembered, however, that public taste varies with the day of the week, the hour of the day, locality and the sex, race, age, income and social background of the listener.

Remote Control Broadcasts

C. THE NEWSPAPERS should be read carefully with an eye for coming events which might afford an opportunity for remote broadcasts of concerts, bands, dances, church services, broadcasts from theaters, important speeches, sports events, parades, court trials, etc. Obviously the determining factor in remotes is whether the event is of sufficient public interest, uniqueness, or magnitude for broadcasting.

The use of records is a problem of all independent stations. Recorded programs may be arranged to feature one orchestra, one vocalist, or one type of music. If the recordings are carefully selected and arranged, with brief talks on the author, the orchestra or the vocalist, the program, although recorded, can have life. A keynote of successful recorded programs seems to be a conservative style of announcing. Record request programs should not be neglected.

D. Publicity duties. These involve, first, publicity for the station, and second, publicity for the program. Other things being equal, people will listen most to a station they have visited and whose artists they have seen. Open house, treasure hunts, barn dances, kiddies clubs and programs in which the artists are presented in a variety program from the stage of a theater or dance hall are favorites for accomplishing this end. A certain amount of publicity is gained by putting on weekly or bi-monthly programs for various civic or patriotic clubs. Salutes to nearby towns, using talent from those towns and prominent men as speakers, create interest. Indeed, the wise giving away of time to non-profit organizations is an important function of the program manager. Another idea, not chiefly for station publicity, is the formation of a board of prominent men to pass upon all station advertising as insurance against advertising of harmful products or misleading claims. Such a board, given the right publicity, is a tremendous advantage in gaining the public's interest and confidence. Another way of gaining the favorable attention of business men of the city is to interview each week one of the prominent men of the town on his personal life, business success, etc.

Program publicity includes broadcasting the schedules twice daily, newspaper listings, window displays, feature stories about talent, motion picture tie-ins, etc.

E. The actual routine of program direction will of course vary, but should include a date book for talent and sponsored programs, a weekly program sheet and a daily program sheet of copies should go to the announcer, control operator, advertising office, and reception room. Weekly and monthly reviews of programs should be made to determine where the schedule needs adjusting. Sometimes statistics of the number of hours of each type of program presented each week can be compared to advantage, with accepted "preference tables."

F. Securing and handling talent. Forms which applicants should fill out, setting forth their experience, type of entertainment, etc., may be classified after auditions into "good," "can be developed," and "poor." Periodical station auditions, highly publicized with prizes for the winners, may be held to get talent. Invitations may be extended to talent organizations, such as music, dramatic and art clubs, to present programs. Try-out programs for anybody may be held weekly over the station.

The director should have acquaintances in the theatrical, art and music circles of the city. He should keep in mind that each artist plays for a different motive, and that the hope of commercial sponsorship as an inducement to appear first on sustaining programs, should be held out to only those whose type and quality really make them suitable for sponsorship. Usually talent will perform gratis if the audience is really appreciative, and a personable program man can sometimes take the place of fan mail. Publicity and experience are other reliable inducements that may be upheld to free talent.

G. The program man and announcers can escape a lot of tiresome tutoring in microphone technique by mimeographing a small pamphlet on the subject and giving it to artists.

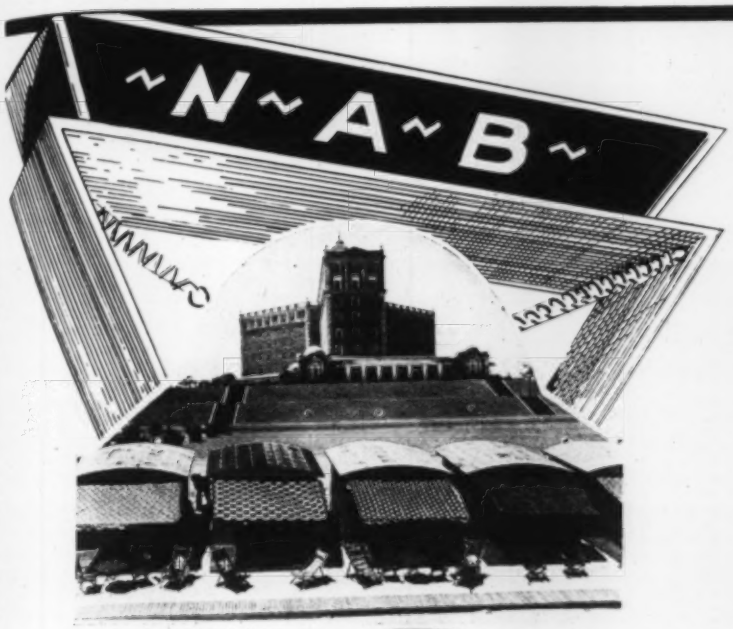
H. BROADCASTING and lesser radio periodicals should be read religiously for program ideas.

Working With Sponsors

II. COOPERATION with the commercial interests of the station.

A. Surveys, other than the coverage survey, usually are made by the production department, and three are of great importance. First is the audience survey, which may be conducted by telephone or personal interview, to determine the station's audience at each quarter hour of the day and the number of listeners it has compared with competing stations. Second is the station circulation survey, to determine how the proportion of listeners in surrounding territories compares, on a percentage of population basis, with the listeners in the county in which the station is located. The best way so far developed to determine this seems to be by tabulation of responses to offers made over the station, with precautions taken to see that the results are really representative. Third is the sur-

(*Continued on page 77*)



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for 1935 —

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Defending Championship
at Cavalier Open

THE CAVALIER HOTEL
VIRGINIA BEACH
VIRGINIA

SIDNEY BANKS, Managing Director

Directory of 1934 National and Regional Radio Advertisers . . .

A

Abner-Drury Co., Washington, D. C. (Royal Pilsen beer).
A-C Spark Plug Co., Flint, Mich. *n*
Acme White Lead & Color Works, Detroit (Acme Quality paints). *n*
Adam Hat Stores, Philadelphia (chain hat stores). *sp*
Adell Chemical Co., Holyoke, Mass. (stain remover). *sp*
Adlerika Co., St. Paul (Adlerika). *n,sa*
Adson Chemical Co., Inc., Gwyneed Valley, Pa. (Ozomist for colds).
Affiliated Products Inc., Chicago (Kissproof, Louis Phillippe, Edna Wallace Hopper cosmetics). *n,sp,t*
Agfa Anson Corp., Binghamton, N. Y. (Agfa films).
James A. Aicardi & Son Co., Boston (I-Car-De mayonnaise).
Akron Lamp Co., Akron (reading lamps). *sp*
Alabama-Georgia Syrup Co., Montgomery, Ala. (Sunnygold syrups).
Alaska Packing Association, San Francisco (salmon). *t*
Allen-A Company, Kenosha, Wis. (hosiery).
Allen-Edmonds Shoe Corp, Belgium, Wis. (men's shoes).
Mark W. Allen & Co., Detroit (2 Drop hand lotion). *sa*
Allied Mills, Inc., Chicago (O-Brand flour).
Allied Quality Paint Group, Chicago (Acme, Lowe Brothers paints). *n*
Alligator Co., St. Louis (clothing).
Allis-Chalmers Mfg. Co., Milwaukee (agricultural machinery).
All State Insurance Co., Chicago. *sp*
American Airways, Chicago (air travel). *sp*
American Bird Products, Inc., Chicago (bird food).
American Chain Co., Bridgeport, Conn. (Weed auto chains). *sp*
American Chicle Co., Long Island City, N. Y. (chewing gum).
American Cigar Co., New York (Chancellor & Cremo cigars).
American Cosmeticians Association, New York (convention announcement).
American Cranberry Exchange, New York (Eatmoor cranberries). *sa*
American Drug Corp., St. Louis (Sinasiptec wash).
American Fruit Growers, Inc., Pittsburgh (Blue Goose fruits).
American Gold Buying Company, New York. *t*
American Home Products Co., New York (Dr. Lyons tooth powder). *n*
American Household Institute, Chicago. *sp*
American Licorice Co., Chicago (Wins confection).
American Meat Packers, Chicago. *sp*
American Molasses Co., New York (molasses).
American Oak Leather Co., Cincinnati (shoe leather). *sp*
American Oil Co., Baltimore (Amoco gas). *n,rn,sa*
American Pop Corn Co., Sioux City, Ia. (Jolly Time pop corn).
American Protestant Defense League, New York. *sp*
American Perfume Co., Seattle (Lady Blondell perfume). *sa*
American Radiator & Standard Sanitary Corp., New York (heating apparatus).
American Research Chemical Co., Columbus, O. (Rug Nu). *sp*
American Rolling Mills Co., Middletown, O. (sheet steel). *n*
American Safety Razor Corp., Brooklyn (Ever Ready & Gem razors).
American Stores Co., Philadelphia (chain grocers). *sp*
American Sugar Refining Co., New York (Domino sugar).
American Tobacco Co., New York (Lucky Strike cigarettes). *n*
American Weekly Magazine, Baltimore (publication). *t*
Andresen-Ryan Coffee Co., Duluth (Arco coffee).
Angelus-Campfire Co., Chicago (marshmallows).
Angostura-Wuperman Corp., New York, Angostura bitters). *sp*
Benjamin Ansehl, St. Louis (tooth powder). *sp*
Appen-D-Form Sales Co., Garrett, Ind. (cold remedy).
Arcturus Radio Tube Co., Newark (A C radio tubes).
Armand Co., Des Moines (cosmetics). *t*
Armco Culvert Mfg. Association, Middletown, O.
Armour & Co., Chicago (Star hams, etc.). *n,sp*
Armour Soap Works, Chicago (soaps).
Armstrong Cork Co., Lancaster Pa. (Armstrong linoleum).
Charles Arnaco Co., Minneapolis (Arno scalp treatment).
Arnold Drug Co., Los Angeles (Arnolax capsules).
Arteraft Industries, Fort Worth (Won't Run). *sp*
Associated Oil Co., San Francisco (Cycol motor oil). *sp,sa*
Associated Pharmacists of Massachusetts, Salem, Mass. (Chaulmex ointment). *rn*
Associated Serum Products, Inc., Kansas City. *sa*
Association of American Soap & Glycerine Producers, New York (GPA glycerine). *sa*
Atlantic Pharmacal Co., Boston (Apco fly killer).
Atlantic Refining Co., Philadelphia (White Flash gasoline). *sa*
Atlas Brewing Co., Chicago (Atlas Special brew). *n*
Atmore & Son, Inc., Philadelphia (mincemeat).
Atwater-Kent Mfg. Co., Philadelphia (radios).
Nichols Austin & Co., Brooklyn (Long John whiskey).
Automatic Burner Corp., Chicago (A B C oil burners).
Avacado Soap Co., Omaha (soaps). *t*

B

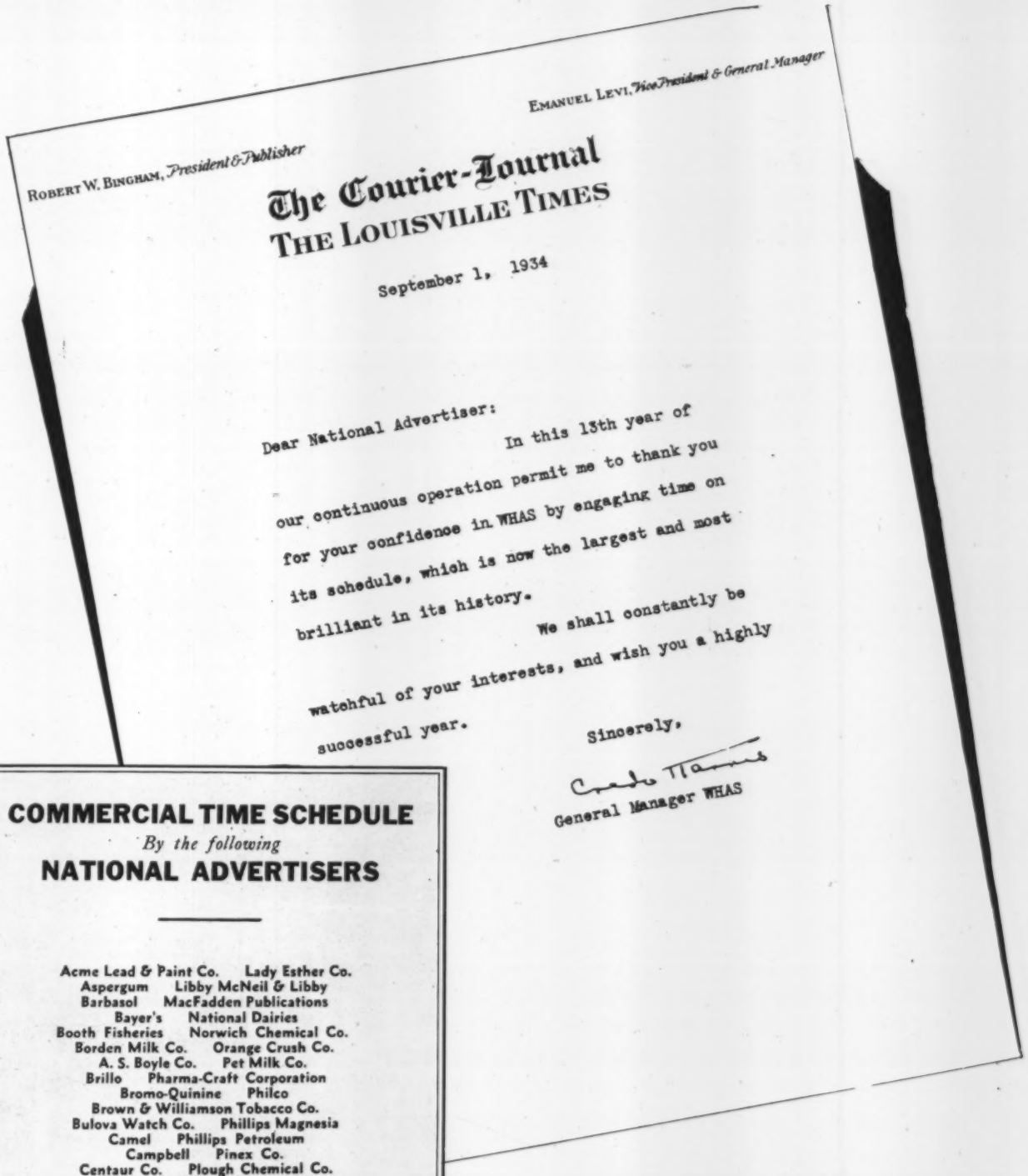
B. T. Babbitt, Inc., New York (Bab-O cleanser). *n*
Alexander Balart Co., San Francisco (Million Dollar coffee). *sp*
Baldwin Perfumery Co., Chicago (perfume).
Ball Brothers, Muncie, Ind. (fruit jars). *sp*
L. Bamberger & Co., Newark (department store).
Barbeys, Inc., Reading, Pa. (Sunshine beer). *t*
The Barbasol Company, Indianapolis (shaving cream). *n*
Barnsdall Refineries, Inc., Tulsa (petroleum products). *rn,sp*
F. E. Barr & Co., Chicago (Boracetine remedy). *sp*
Barrie Laboratories, Newton, Mass. (plant food).
Bartles-Shepherd Co., Waterloo, Ia. (Northland motor oil).
Basic Foods, Inc., Chicago (health foods). *sp*
Battle Creek Drugs, Inc., Battle Creek, Mich. (Bonkura treatment).
The Battle Creek Food Co., Battle Creek, Mich. (Zo & Pep). *n,sp,sa*
Bauer & Black, Chicago (Blue Jay corn plaster). *n*
Bayer Co., Inc., New York (Bayer's aspirin). *n,sp,t*
Bay State Fishing Co., Boston (40 fathom fish). *sa,t*
Bayuk Cigars, Inc., Philadelphia, Havana Ribbon cigars).
B. C. Remedy Co., Durham, N. C. (headache powders). *sp*
J. W. Beardsley's Sons, Newark (codfish).
Beauticians, Inc., Boston (beauty parlors). *rn*
Beech-Nut Packing Co., Canajoharie, N. Y. (Beech Nut foods). *n,sp,sa,t*
P. Beiersdorf & Co., Long Island City (Nivea face cream).
Bell Co., Inc., Chicago (chemical products).
Benrus Watch Co., New York (watches).
Bentley-Beale, Inc., Montgomery, Ala. (Air-O-Mixer).
Berry Brothers, Inc., Detroit (varnishes).
Best Foods, Inc., New York (Hellman's mayonnaise, etc.). *n,sa*
Better Homes & Gardens Magazine, Des Moines (publication). *sp*
Better Speech Institute of America, Chicago (school). *sp*
W. L. Beyer, New York (Mankind dog food). *sp*
Birdseye Packing Co., New York (frosted foods). *rn*
Birtman Electric Co., Chicago (Bee-Vac cleaners).
Bismark Hotel, Chicago.
The Bi-so-Dol Co., New Haven, Conn. (Bi-so-Dol). *n*
Bissell Carpet Sweeper Co., Grand Rapids, Mich. (sweepers).
Black Flag Co., Baltimore (insecticide). *sa,t*
Black Hawk Coffee & Spice Co., Waterloo, Ia. *t*
Blackstone Products Co., New York (Tasty-Lax).
Black Seed Co., Racine, Wis. (seeds). *sa*
C. F. Blanke Tea & Coffee Co., St. Louis (Faust coffee). *sa*
Blatz Brewing Co., Milwaukee (Blatz Old Heidelberg beer). *n,sp,sa*
Block Drug Co., New York (Omega oil). *t*
Blodgett-Beckley Co., Toledo (Old Master coffee).
Blue Seal Co., Cambridge, Mass. (liquors). *rn*
Blue Valley Creamery Co., Chicago (Blue Valley butter).
Boncilla Laboratories, Indianapolis (Boncilla preparations). *t*
Bonded Crystal Co., Milwaukee (mineral water). *sa*
Bookhouse for Children, Chicago (publication).
Booth Fisheries Co., Chicago (fish). *sp*
Borden Co., Chicago (ice cream). *sp*
Borden Farm Products, New York (milk). *sp*
The Borden Sales Co., New York (cheese & condensed milk). *n,rn,sp*
Borden's Ice Cream Co., New York. *sp*
Boston Advertiser, Boston (American weekly). *rn*
Boston American, Boston (newspaper). *t*
Boston Globe, Boston (newspaper). *rn*
Boston Molasses Co., Boston (Grandma's molasses). *rn,sp*
Boston Varnish Co., Everett, Mass. (Kyanize varnish).
Bost Tooth Paste, New York (tooth paste).
Bourjois Sales Corp., New York (face powders & perfumes). *n*
Bowen Air Lines, Fort Worth (air travel). *sa*
Bowey's, Inc., Chicago (Dari-Rich chocolate drink). *sp,sa,t*
Frank Bownes & Co., Lynn, Mass. (Modine paints). *sa*
Boyer International Laboratories, Chicago (toilet preparations). *n*
The A. S. Boyle Co., Cincinnati (Old English floor wax). *n*
Braniff Airways, Oklahoma City (air travel). *sa*
M. J. Breitenbach Co., New York (Pepto Mangan). *n*
Brewing Corp. of America, Cleveland (Carling's beer).
Breyer Ice Cream Co., Philadelphia (Breyer's ice cream).
Brillo Mfg. Co., Brooklyn (Brillo cleaner). *n*
Bristol Myers Co., New York (Sal Hepatica, Ipana, etc.). *n,sp,t*
Broadcast Foods Co., Inc., Chicago (Broadcast corned beef hash). *n*
Brook Hill Farms, Genesee Depot, Wis. (milk).
Brosis Laboratories, Chicago (Turlene facial cream).
Brown Shoe Co., St. Louis (Buster Brown shoes).
Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes). *t*
E. L. Bruce Co., Memphis (Terminex). *n*
Buick Motor Car Co., Flint, Mich. (motor cars). *sa*
Bulova Watch Co., New York (Bulova timepieces). *sa*
Bunte Brothers, Chicago (Tango bars and Malteasers). *sp*
Bureau of Milk Publicity, Albany, N. Y. (milk health drive). *n*
Burnham & Morrill Co., Portland, Me. (B & M canned foods).
Ben Burke, Inc., Boston (Old Mr. Boston gin). *rn,sa,t*
Burlington Drug Co., Burlington, Vt. (Greene's syrup of tar).
Joseph Burnett Co., Boston (vanilla). *sp,sa,t*
Burnham Products Co., Inc., Chicago (toilet preparations).

C

Cadillac Motor Car Co., Detroit. *n*
M. R. Cady & Co., Inc., Grand Rapids, Mich. (chemists).
John E. Cain Co., Cambridge, Mass. (mayonnaise). *sa*
Cal-Aspirin Co., Elkhart, Ind. (aspirin). *sp*
Calcium Chloride Assn., of New York, New York (disinfectant). *sp,sa*
California Animal Products Co., Oakland (Calo dog food).
California Figco Co., Los Angeles (beverages). *sp*
California Fruit Exchange, Sacramento (Blue Anchor fruits).
California Hotel, San Francisco. *t*
California Packing Corp., San Francisco (Del Monte canned fruits). *n,rn,sp,t*
California Prune & Apricot Growers Assn., San Jose (Sunsweet dried prunes).
California Walnut Growers Assn., Los Angeles (walnuts).
Calsodent Co., Inc., New York (mouth wash). *n,sp*
Campana Corp., Batavia, Ill. (Italian balm). *n*
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal). *sp*
Campbell Soup Co., Camden, N. J. (Campbell soups). *n*
Canada Dry Ginger Ale, Inc., New York (Canada Dry).
John B. Canepa Co., Chicago (Red Cross macaroni).
Canfield Oil Co., Cleveland (home dry cleaning machine).
Canton Beverages, Canton, Conn. (ginger ale). *rn*
Cape Cod Shirt Co., Fall River, Mass. (men's shirts). *sp*
Capital Drug Co., Augusta, Me. (Dr. Kinsman's asthmatic remedy). *sp*
Capitol City Products Co., Columbus (Dixie mayonnaise).
Carbola Chemical Co., Natural Bridge, N. Y. (insecticide). *sa*
Carbonola Products Co., New York (Carbona cleaning fluid). *sp*
The Carborundum Co., Niagara Falls, N. Y. (carborundum abrasives). *n*
Carey Maple Sugar Co., New York (Highland maple syrup). *sp*
Carey Salt Co., Hutchinson, Kans. (salt). *sa*
Carhart, Hamilton Cotton Mills, Detroit (work garments).
Carleton & Hovey Co., Lowell, Mass. (Father John's medicine). *n,sa*
Carlsbad Crystal Sales Co., New York (Carlsbad crystals). *n,sp*
Carlyle Laboratories, Inc., New York (Phantom Red lipstick).
Carnation Co., Milwaukee (canned milk). *n,sp,sa*
Carpenter-Morton Co., Boston (Carmote paints). *sp,sa*

Code of Symbols

n. Network programs.
rn. Regional Networks programs.
sp. Local Studio programs.
sa. Local Spot Announcements.
t. Transcriptions.



ROBERT W. BINGHAM, *President & Publisher*

EMANUEL LEVI, *Vice President & General Manager*

The Courier-Journal
THE LOUISVILLE TIMES

September 1, 1934

Dear National Advertiser:

In this 13th year of our continuous operation permit me to thank you for your confidence in WHAS by engaging time on its schedule, which is now the largest and most brilliant in its history.

We shall constantly be watchful of your interests, and wish you a highly successful year.

Sincerely,

Charles Harris

General Manager WHAS

COMMERCIAL TIME SCHEDULE

By the following

NATIONAL ADVERTISERS

Acme Lead & Paint Co. — Lady Esther Co.
Aspergum — Libby McNeil & Libby
Barbasol — MacFadden Publications
Bayer's — National Dairies
Booth Fisheries — Norwich Chemical Co.
Borden Milk Co. — Orange Crush Co.
A. S. Boyle Co. — Pet Milk Co.
Brillo — Pharma-Craft Corporation
Bromo-Quinine — Philco
Brown & Williamson Tobacco Co.
Bulova Watch Co. — Phillips Magnesia
Camel — Phillips Petroleum
Campbell — Pinex Co.
Centaur Co. — Plough Chemical Co.
Chesapeake & Ohio Railroad Co.
Chesterfield — Purity Bakeries
Coco-Malt — Reid-Murdoch & Co.
Corn Products — Rem
Cream of Wheat — Remington-Rand
Dodge Brothers — Sears-Roebuck & Co.
Ex-Lax, Incorporated — Schlitz Brewing Co.
Feen-a-Mint — Scott & Bowne Co.
Ford Motor Co. — Sloan's Liniment
General Baking Co. — Studebaker
General Foods — Vick Chemical Co.
General Motors — Wasey Products
Grunow — Woodbury Soap Co.
Hill's Nose Drops — Wrigley
Johnson's Wax — Wyeth Chemical Co.
The Ironized Yeast Co., Inc.

WHAS

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THE COURIER-JOURNAL—THE LOUISVILLE TIMES

BASIC COLUMBIA BROADCASTING STATION

Represented Nationally By—

EDWARD PETRY & CO., Inc.

New York • Chicago • Detroit • San Francisco

Directory of 1934 National and Regional Radio Advertisers (*Con't*) . . .

Carson, Pirie Scott & Co., Chicago (dry goods).
Carsten Packing Co., Seattle (meat packers). *sp*
Carter Medicine Co., New York (Carter's little liver pills). *sa,t*
Carter's Ink Co., Cambridge, Mass. (ink).
Geo. W. Caswell & Co., San Francisco (coffee & tea). *n*
Caterpillar Tractor Co., Peoria, Ill. (tractors).
The Centaur Company, New York (Fletcher's Castoria). *n*
Central Shoe Co., St. Louis (Robin Hood shoes). *t*
Century Laboratories, New York (foot powder). *t*
Cereal Products Corp., San Francisco (Acme beer).
Chamberlain & Co., Boston meat products). *rn*
Chamberlain Laboratories, Inc., Des Moines (hand lotion). *n,t*
Chappel Bros., Inc., Rockford, Ill. (Ken-L-Ration dog food). *n*
Charis Cop., Allentown, Pa. (Charis foundation garments). *n*
Chase Candy Co., St. Joseph, Mo (candy).
Chef Boiardi Food Products Co., Cleveland (Spaghetee dinner).
Cheramy, Inc., New York (cosmetics). *n*
Chesapeake & Ohio Railroad, Washington, D. C. (rail transportation). *sa,t*
Chesebrough Mfg. Co., New York (Vaseline petroleum jelly).
Chestnut Hatchery, Chestnut, Ill. (baby chicks). *sa*
Chevrolet Motor Co., Detroit (motor cars). *n,sp,sa,t*
Chicago Engineering Works, Chicago (television apparatus). *t*
Chicago Flexible Shaft Co., Chicago (Sunbeam mixmaster). *sp, sa*
Chicago Mail Order Economy Outlet, Chicago (dry goods). *sp*
Chicago, Milwaukee, St. Paul & Pacific Railway, Seattle. *sa*
Chieftain Mfg. Co., Baltimore (Color Shine shoe polish). *sp,sa,t*
Chocco Yeast, Inc., Springfield, Mass. (Chocco yeast).
Chocolate Products Co., Chicago (Kayo bottled drink).
Christian Science Service, Orange, N. J. *t*
Chrysler Sales Corp., Detroit (motor cars). *n,rn,sp,sa,t*
Cities Service Co., New York (petroleum products). *n*
Citrus Soap Co., San Diego, Calif. (soap). *sp,t*
Clara Belle Atkins Co., Minneapolis (hair restorer).
Clark Brothers Gum Co., Chicago (teaberry gum). *t*
Clark Hotel, San Francisco. *t*
Class & Nachod Brewing Co., Philadelphia (Black Eagle beer).
Clein & Co., Atlanta, Ga. (Mentho-Mulsion). *sp,t*
F. W. Clements Products Co., Rochester, N. Y. (Dare's Menta Pepsin). *t*
Cleveland Steel Products Corp., Cleveland (Torridheat oil burners).
Clicquot Club Co., Millis, Mass. (ginger ale).
Climalene Co., Canton, O. (water softener). *n,sp,t*
Climax Cleaner Mfg. Co., Cleveland (wall paper cleaner).
Clinton Carpet Co., Chicago (Ozite carpet cushions). *t*
Closset & Devers, Portland O. (Golden West coffee).
Club Aluminum Co., Chicago (cooking utensils).
Coast Fishing Co., Wilmington, Calif. (Balto dog food).
Coco Cod Corp., Evanston, Ill. (Coco cod liver oil).
Cocomalt Co., Hoboken, N. J. (Cocomalt). *n*
Coffee Products of America, Inc., Ltd., Los Angeles (coffee).
Coleman Lamp & Stove Co., Wichita, Kan. (house appliances). *sa,t*
Colgate-Palmolive-Peet Co., Jersey City, N. J. (soaps, etc.). *n*
College Inn Food Products Co., Chicago (College Inn canned foods). *sp*
Collingbourne Mills, Elgin, Ill. (threads & silks).
Tom Collins, Jr., Co., Cincinnati (beverages).
Colonial Beacon Oil Co., Boston (Esso & Colonial gasoline).
Colonial Dames Co., Hollywood (cosmetics). *sp*
Columbia Alkali Corp., Barberton, O. (dustless coal treatment). *sa*
Columbia Conserve Co., Indianapolis (foods). *rn,sp,sa*
Columbia Pictures Corp., New York (Man's Castle movie). *sa,t*
Columbia Rope Co., New York (tire chains). *sa*
Comfort Mfg. Co., New York (Milk of Magnesia toothpaste). *t*
Comfort Paper Corp., San Francisco (Zalo toilet tissue).
Commercial Brewing Co., Charlestown, Mass. (Millionaires Club beer).
Commercial Milling Co., Detroit (Henkel's cake flour). *sp*
Commonwealth Loan Co., Indianapolis, Ind. (loans). *t*
Congoin Co., Los Angeles (health beverages). *sp*
Consolidated By-Products Co., Philadelphia (dog food). *sa*
Consolidated Cigar Corp., New York (Dutch Masters).
Consumers Credit Co., of Calif., Los Angeles (loan service).
Continental Auto Co., Detroit (motor cars).
Continental Baking Corp., New York (Wonder bread & Hostess cake). *n,sp,sa,t*
Continental Oil Co., Ponca City, Okla. *n*
Cook Paint and Varnish Co., Kansas City (paints). *sp*
Thomas Cook & Sons, New York (tourist agents). *n*
Copeland Products, Inc., Mt. Clemens, Mich. (Copeland refrigerators).
Corn Products Refining Co., New York (Karo, Mazola, Linit, etc.). *n*
Coryell Oil Co., New York. *sa*
Cotton Baking Co., Alexandria, La. *sp*
Coty, Inc., New York (perfumes & powder).
Country Club Soda Co., Springfield Mass. (Country Club beverage). *sp*
Coward Shoe Co., New York (ladies' shoes). *sa,t*
Cracker Jack Co., Chicago (Cracker Jack confection).
Craddock Terry Co., Lynchburg, Va. (Lion Brand shoes).
Cranberry Canners, Inc., South Hanson, Mass. (Ocean Spray cranberry sauce). *sp,sa*
Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals). *n,rn,sp,sa,t*
Creamette Co., Minneapolis (noodles).
The Cream of Wheat Corp., Minneapolis (Cream of Wheat). *n*
Crescent Macaroni & Cracker Co., Davenport, Ia. (food products).
Crete Mills, Crete, Nebr. (Victor flour).
Croft Brewing Co., Boston (Croft ale). *rn*
Crosley Radio Corp., Cincinnati (radios and refrigerators).
Crosse & Blackwell Co., Baltimore (Plus Four scotch whiskey). *sa,t*
Crowell Publishing Co., New York (American, Colliers). *sp*
Creek Club Bait Co., Garrett, Ind. (bait).
Crusader Co., Detroit (insecticides).
Cuban Products Co., New York (Cuban rum). *sa*
Cubbison Cracker Co., Los Angeles. *sp*
Cudahy Packing Co., Chicago (Puritan ham, Old Dutch cleanser).
Cuhn & Lubow, New York (Dundee Smart clothes). *sa*
E. T. Cunningham, Inc., Harrison, N. J. (radio tubes).
Curtice Brothers Co., Rochester (Blue Label canned foods).
Curtis Candy Company, Chicago (Baby Ruth confection). *t*

D

Dandee Pretzel & Potato Chip Co, Cleveland.
Davidson Biscuit Co., Mt. Vernon, Ill. (crackers). *sp*
R. B. Davis Co., Hoboken, N. J. (Davis baking powder). *n,sp,t*
Dayton Racquet Co., Dayton, O. (steel tennis racquets).
Dayton Spice Mills Co., Dayton, O. (Old Reliable coffee).
Dean Milk Co., Chicago (Vitamin D milk).
Dearborn Chemical Co., Chicago (Plumite water softener). *sa*
Decker, Alfred & Cohn, Chicago (Society Brand clothes).
Jacob E. Decker & Sons, Mason City, Ia. (bacon and ham).
Deerfoot Farms, Southboro, Mass. (dairy products). *sp*
Deisel-Wemmer-Gilbert Corp., Detroit (El Verso cigars).
Delaware, Lackawanna & Western Coal Co., New York (Blue coal). *n*
Del Ray Corp., San Francisco (mushroom sauce).
Deo Corp., Berkeley, Calif. (Dennis ointment).
De Sota Chemical Co., Arcadia, Fla., (Gator roach exterminator).
De Soto Motor Corp., Detroit (motor cars). *rn*
Detroit & Cleveland Navigation Co., Detroit (lake transportation). *sa*
Detroit Creamery Co., Detroit (Arctic dairy products).
Detroit White Lead Works, Detroit (Rogers brushing laquer). *sp,t*
Dexdale Hosiery Mills, Lansdale, Pa. (women's hosiery).
Diamond Beverage Corp., Waterbury, Conn. (beverages).
E. E. Dickson Co., New Haven, Conn. (face cream and witch hazel). *sp,t*
Dictograph Products Co., New York (Acoustion heating pads). *t*
Dietary Foods Co., Minneapolis (Dietene). *sa*
Dill Publishing Co., New York (Radio Stars magazine). *sa*
Diplomat Products, Inc., New York (canned chicken).
Dobbs Co., New York (Tomex). *sa*
Dodge Brothers Corp., Detroit (motor cars). *sp,sa,t*
Dollar Crystal Co., Omaha (Texas crystals). *sp*
Don Leon Coffee Co., Lincoln, Neb. (coffee & spices). *sa*
Dorlo Co., Chicago (beauty products).
Dorothy Perkins Co., St. Louis (beauty preparations). *t*
D'Or Products Co., Cleveland (egg shampoo).
Drake Hotel, Chicago.
Drenn & McCarthy, Inc., Auburn, N. Y. (Enna Jettick shoes).
Drewrys, Ltd., Chicago (Drewrys Ale). *sp*
Drewry & Sons Co., St. Paul (Red Cross beverages).
Drezma, Inc., New York (cosmetics). *t*
P. Duff & Sons, Inc., Pittsburgh (ginger bread mix). *sp,t*
Duncan Coffee Co., Houston (Admiration coffee). *sp,t*
Dunn & McCarthy, Inc., Auburn, New York (Enna Jettick shoes). *n*
Adele Dupont Co., Boston (Adele Dupont facial cream). *sp*
Durkee Famous Foods, New York (Dunhams cocoanut). *rn*
Durkee Atwood Co., Minneapolis (auto accessories).
Durkee-Mower, Inc., Lynn, Mass. (marshmallow fluff dessert). *rn,t*
Dwarfies Corp., Council Bluff, Ia. (breakfast cereal). *sp*
Dwindle-Wright Co., Boston (White House coffee).

FCC IN CARICATURE—These drawings by Carl Rose, reprinted from "Today" by permission, show the artist's impressions of (1) Chairman E. O. Sykes, (2) Thad H. Brown, (3) Paul A. Walker, (4) Norman S. Case, (5) Irvin Stewart (6) George Henry Payne, and (7) Hampson Gary.

BOSTON

WBZ

50,000 WATTS

SPRINGFIELD

WBZA

1,000 WATTS

AN ECONOMICAL RADIO BUY

If you want to tell your story in the heart of New England—the market in which 4/5ths of New England retail sales are made—use WBZ and WBZA. These two NBC stations, operated synchronously, serve more than 1,000,000 radio homes, day in and day out. Economical too—for they cost at least 59% less than any alternative group of stations offering approximately an equivalent New England market.

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK ★ WASHINGTON
WEAF & WJZ WRC & WMAL

CHICAGO ★ SAN FRANCISCO
WMAQ & WENR KPO, KGO & KYA

SALES REPRESENTATIVES AT

BOSTON · WBZ SPRINGFIELD, MASS. · WBZA
CLEVELAND · WTAM DENVER · KOA
SCHENECTADY · WGY PITTSBURGH · KDKA
PORTLAND, ORE. · KEX SPOKANE · KGA SEATTLE · KJR

A RADIO CORPORATION OF AMERICA SUBSIDIARY

Directory of 1934 National and Regional Radio Advertisers (*Con't*) . . .

E

Early & Daniel, Cincinnati (Tuxedo feeds). *sp*
Earnshaw Knitting Co., Newton, Mass. (Vanta baby garments).
Eastern Nu-Enamel Co., New York (paints). *sp*
Eastman Kodak Co., Rochester (Kodaks). *t*
Easy Washing Machine Corp., Syracuse, N. Y. (washers). *n,sa*
Eaton Paper Co., Brockton, Mass. *sa*
Edison General Electric & Appliances Co., Chicago (Hot Point).
Thomas A. Edison, Inc., Orange, N. J. (radios, etc.).
Edros Natural Products, Inc., New York (Edrolax laxative).
Educator Biscuit Co., Chicago. *n*
Educator Mfg. Co., Oakland City, Ind. (Educator fountain pens).
Edward Tailoring Co., Inc., Philadelphia (men's clothing).
Ela Singer Ice Pack Co., Chicago (cosmetics). *sp*
Electrolux Co., Evansville, Ind. (refrigerators). *sa*
Elgin National Watch Co., Chicago (Elgin watches).
Elizabeth Arden, New York (cosmetics). *n,sp*
Emerson Drug Co., Baltimore (Bromo Seltzer). *n,sp*
Thomas W. Emerson Co., Boston (seeds). *sa*
Empire Gold Buying Co., New York *sp*
Encyclopedia Britannica, Inc., New York (publishers). *t*
Englander Spring Bed Co., New York (Englander day beds).
J. C. Eno, Ltd., Inc., New York (Eno salts). *n,sp*
Enoz Chemical Co., Chicago (moth liquid). *n,sp*
Esbencott Laboratories, Portland, Ore. (Santiseptic). *sp,t*
Esslingers, Inc., Philadelphia (brewers).
Euclid Candy Co., of Calif., San Francisco (Red Cap candy).
George B. Evans Laboratories, Inc., Philadelphia (Elderflower eye lotion).
David G. Evans Coffee Co., St. Louis (Old Judge coffee). *sp*
Ever-Dry Laboratories, Inc., Los Angeles (deodorant).
Eveready Prestone Co., New York (anti-freeze). *sa*
Ey' Tine Distributing Corp., New York (eyelash dye).
The Ex-Lax Co., Brooklyn (laxative) *n,sa*

F

Max Factor Corp., Hollywood (cosmetics). *sp*
Falstaff Brewing Corp., St. Louis (Falstaff beer). *sp,sa*
Farmer's Seed & Nursery Co., Faribault, Minn. (seeds).
Farmer's Wholesale Co., Minneapolis (flour and feed products).
Faultless Starch Co., Kansas City, (Faultless starch). *sp,t*
Favorite Stove & Range Co., Piqua, O.
Fawcett Publications, Minneapolis (True Confession magazine). *sa*
Fred Fear & Co., Brooklyn (Chic Chick and Magic Wand Easter egg dye). *sa,t*
Federal Clothing Stores, New York (chain clothiers). *sp*
Federal Tobacco Co., Pittsburgh (Gold Flower stogies).
Fehr Baking Co., Houston, Tex. (cookies and cakes). *sa*
John J. Felin & Co., Inc., Philadelphia (pork packers).
Fels & Company, Philadelphia (Fels Naptha soap). *n,sp*
Feltman & Curme Shoe Stores, Chicago. *sp,sa*
H. Fendrich, Inc., Evansville, Ind. (Charles Denby cigars).
Fenley's Model Dairy Co., Chicago. *t*
Earl Ferris Nursery Co., Hampton, Ia. (nurseries).
F. & F. Laboratories, Omaha (F. & F. cough drops).
Marshall Field & Co., Chicago (dry goods).
Fintex, Inc., Cleveland (suits and overcoats). *t*
Firestone Tire & Rubber Co., Akron (tires & tubes). *n,rn*
Fisher Body Corp, Detroit. *n*
Nathaniel Fisher & Co., New York (Polly Preston shoes).
F. W. Fitch Company, Des Moines (shampoo). *n,sa*
Fitzgerald Mfg. Co., Torrington, Conn. (Star-Rite electrical appliances).
Fitzpatrick Bros., Inc., Chicago (Kitchen Kleanser, etc.). *sp*
Fleet-Wing Oil Corp., Cleveland. *sp*
Ernst Flentje, Cambridge, Mass. (shock absorbers).
Florida Citrus Advertisers Ass'n., Winterhaven, Fla. (grapefruit). *sa*
Foley & Co., Chicago (Foley's Honey & Tar).
Folger Coffee Co., Kansas City (Golden Gate coffee). *n,sa*
Florence Stove Co., Gerdner, Mass. (Florence oil stoves).
Floyd Gibbons School of Broadcasting, Washington, D. C. (radio correspondence school).
Fontana Food Products, San Francisco (macaroni and noodles). *sa*
Food Display Machine Corp., Chicago (Brown Bobby doughnut machine).
J. B. Ford Sales Co., Wyandotte, Mich. (Wyandotte cleanser).
Ford Motor Co., Detroit (motor cars). *n,sp,sa,t*
Forest Lawn Memorial Park, Los Angeles. *sp*
Formfit Corset Co., Chicago (Thrill brassieres and corsets). *t*
Fouke Fur Co., St. Louis (sealskins).
H. D. Foss & Co., Cambridge, Mass. (confectionery).
Foster-Milburn Co., Buffalo, N. Y. (Dian's pills). *sa*
E. Fougera & Co., New York (Vapex, etc.). *sa,t*
I. J. Fox, Inc., New York (furs). *n*
Franco-American Baking Co., Los Angeles (bread). *n*
Freedom Oil Works Co., Freedom, Pa. (gas and oil). *sa*
Freeman Shoe Corp., Beloit, Wis.
French Lick Springs Hotel Co., French Lick, Ind. (Pluto water). *sp*
French Sardine Co., Inc., Terminal Island, Calif. (Belle Isle sardines).
Friend's Brothers, Boston (Brick Oven baked beans). *sa*
Frigidaire Corp., Dayton (electrical refrigeration). *n*
Frigid-Mix Co., Kansas City (ice cream powder). *sa*
Frito Co., San Antonio, Texas (Fritos confections). *sa*
Frozen Desserts, Inc., Chicago (Ice-Cre-Mix). *sa,t*
Fruit Belt Preserving Co., New York (Pixie baby food). *t*
Fruit Industries, Ltd., Los Angeles (Guasti wines).
George C. Frye Co., Portland, Me. (Pancreobismuth). *sa*
Fuller Brush Co., Hartford, Conn. (brushes).
W. P. Fuller & Co., San Francisco (paints). *sa*
Funk & Wagnalls Co., New York (Literary Digest). *n*

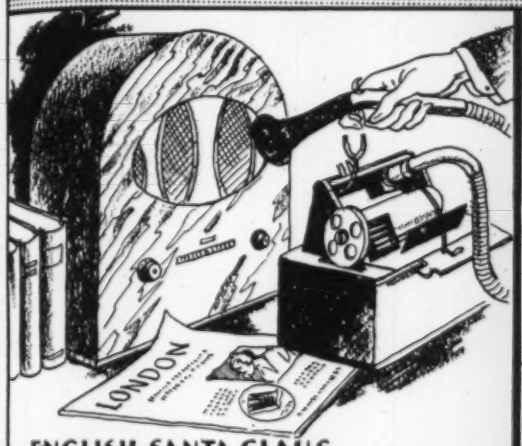
G

Gardner Nursery Co., Seattle (plants). *sp,t*
Garfield Tea Company, Brooklyn (proprietary remedy). *sp*
Gem Products Sales Co., Camden, N. J. (laundry soap). *sp,sa,t*
General Baking Co., New York (Bond bread). *n,sp,sa*
General Cigar Co., New York (White Owl cigars). *n,sa*
General Coal Co., Philadelphia (Jeddo Highland coal). *sa*
General Electric Co., Cleveland (electrical refrigeration).
General Electric Co., Bridgeport, Conn. (electrical appliances).
General Electric Co., Schenectady (electrical refrigeration). *t*
General Foods Corp., New York (Maxwell House coffee, Grape Nuts, etc.). *n*
General Household Utilities Co., Chicago (Grunow products). *n,sp*
General Ice Cream Co., Schenectady (Fro-Joy ice cream). *sp*
General Mills, Minneapolis (Bisquick). *n,sp,sa,t*
General Mills, Minneapolis (Gold Medal Flour & Wheaties). *n,t*
General Mills, Minneapolis (Sperry pancake flour). *t*
General Mills, San Francisco (Bisquick). *t*
General Motors Corp., Detroit (motor cars). *n,sp,sa,t*
General Office Equipment Corp., New York (Elliott-Fisher bookkeeping machines).
General Petroleum Corp., of Calif., Los Angeles (Violet Ray gasoline). *n*
General Tire & Rubber Co., Akron (General tires). *n*
General Utility Product Co., Chicago (Breakfast Club toaster).
Georgie Porgie Co., Council Bluff, Ia. (cereals).
George Washington Hotel, New York.
G. Washington Refining Co., Morris Plains, N. J. (George Washington coffee). *t*
Geppert Studios, Des Moines, Ia. (photo enlarging). *sp*
Gerber Products Co., Freemont, Mich. (strained vegetables, etc.). *n*
Germania Tea Co., Minneapolis (Germania herb tea). *sp*
Germicide Products Corp., Buffalo (D. A. G., Dak-N-Sol).
Gest Beaumount, Milwaukee (Medi-Spra). *sa*
D. Ghirardelle Co., San Francisco (chocolates). *n*
A. C. Gilbert Co., New Haven, Conn (Erector toys). *n*
Gilbert & Barker Mfg. Co., Springfield, Mass. (Flexible Flame oil burners). *sa*
Gillette Rubber Co., Eau Claire, Wis. (Gillette tires). *sa,t*
Gillette Safety Razor Co., Boston (razor blades). *n,rn,sp,sa,t*
Gilmore Oil Co., Los Angeles (Red Lion gasoline). *n,sa,t*
Henry Glass & Co., New York (Peter Pan fabrics).
Glemby Co., New York (Regina & Jean hair nets). *sa*
Glessner Co., Findlay, O. (Keen shaving cream).
Glidden-Hyde Co., Boston (Triple-Toe hosiery).
Globe Brewing Co., Baltimore (Arrow Special beer). *sp*
Globe-Union Mfg. Co., Milwaukee (storage batteries).
Gluek Brewing Co., Minneapolis (beer) *t*
Godchaux Sugars, Inc., New Orleans (Golden Star syrup).
Goldban Pharmacal Co., Camden, N. J. (cough syrup).
Gold Dust Corp., New York (Silver Dust, etc.) *n,sp,t*
Golden Peacock, Inc., Paris, Tenn. (toilet goods).
Golden State Co., Ltd., San Francisco (powdered milk). *sp,sa*
Charles Goldstein, Juneau, Alaska (furs). *sa*
Goodal Worsted Co., Sanford, Me. (Palm Beach cloth).
Good Humor Ice Cream Co., Brooklyn-Chicago (ice cream bars). *sp, sa,t*
Good Luck Food Co., Inc., Rochester, N. Y. (prepared desserts). *sp*
Goodrich-Gamble Co., St. Paul (Mist-Tox, Hoff's liniment). *sa*
B. F. Goodrich Rubber Co., Akron, (tires). *n,sp*
Goodyear Tire & Rubber Co., Akron, O. (tires).
Gordon Baking Co., Detroit (Silver Cup bread) *sp*
Gordon Mfg. Co., Framingham, Mass. (clothing). *sp*
I. J. Grass Noodle Co., Inc., Chicago (egg noodles). *sp*
W. H. Graham, Boston (morticians) *rn*
Graham-Paige Motors Corp., Detroit (motor cars). *sp*
Grayban, Inc., New York (toilet preparations).
Dorothy Gray, New York (cosmetics).
Great Atlantic & Pacific Tea Co., New York (A&P stores). *n,rn, sp,sa,t*
Great Northern Railway, St. Paul (rail transportation). *sa*
Great Seal Products Co., Newark, O. (Great Seal vanilla). *sa*
Greyhound Management, Inc., Cleveland (bus transportation). *sa*
Griesedieck-Western Brewery Co., Belleville, Ill. (Stag beer). *sp,sa*
Griffin Grocery Co., Muskogee, Okla. (Wonder baking powder). *sp,sa*
Grigsby-Grunow Co., Chicago (Majestic radios). *sp*
Grocery Store Products, Inc., New York (Fould's macaroni, etc.).
Ground Gripper & Cantilever Shoe Stores, Los Angeles, *sa*
Gruen Watch Maker's Guild, Cincinnati (watches).
Grunow Illinois Co., Chicago (refrigerators). *t*
Charles Gulden, Inc., New York (Gulden's mustard). *t*
Gulf Refining Co., Pittsburgh (gasoline & oil). *n*
Gunther Brewing Co., Baltimore (beer). *sa*

H

Haley M-O Co., Inc., Geneva, N. Y. (magnesia oil).
G. P. Halferty & Co., Inc., Seattle (Smart Set salmon steak).
Halitosine Co., St. Louis (Halitosine mouth wash). *sp,sa*
Halls Credit Clothing Co., Dallas, Tex. *sa*
Halsey Stuart Co., Chicago (bonds, securities).
Hamilton-Beach Mfg. Co., Racine, Wis. (electric motors).
Hamilton Watch Co., Lancaster, Pa. (watches).
Hamlin's Wizard Oil Co., Chicago (Wizaroyal). *sp,sa*
Hamm Brewing Co., St. Paul (beer). *t*
Hand Medicine Co., Philadelphia (Dr. Hand's worm Elexir). *sa*
Chr. Hansen's Laboratory, Little Falls, N. Y. (Junket dessert). *sa,t*
Happy Water Co., Chicago (crystals). *sp*
John P. Harding, Inc., Chicago (meat producers).
Hart Schaffner & Marx, Chicago (men's clothing).
Harvard Brewing Co., Lowell, Mass. (Green Label beer).
Hawaiian Avocado Mayonnaise, Los Angeles. *t*
Hawaiian Pineapple Co., San Francisco (Dole pineapple).
James Hawley Co., Millis, Mass. (cereal). *sp*
Hazel-Atlas Glass Co., Wheeling, W. Va. (Atlas fruit jars). *sa*
Health Products Corp., Newark, N. J. (Feen-A-Mint Gum, & Dillard's Aspergum). *n,sp,sa*
Hecker H-O Co., Buffalo (Grandma's pancake flour & Farina). *n,t*
Hecker-Jones-Jowell Milling Co., Buffalo (Hecker's flour). *sa,t*
James Heddon's Sons, Dowagiac, Mich. (fishing tackle).
Heger Products Co., St. Paul (Vit-A-Song bird seed).
Heil Company, Milwaukee (steel dump bodies).
H. J. Heinz, Pittsburgh (foods). *n*
William Helblin & Co., New York (Helbros watches).
Helwig & Leitch Corp., Baltimore (Majestic food products). *sa,t*
Hemphill-Diesel Co., Los Angeles (English school). *t*
Hemstitcher Co., Dallas (hemstitcher). *t*

STRANGE FACTS ABOUT RADIO



ENGLISH SANTA CLAUS

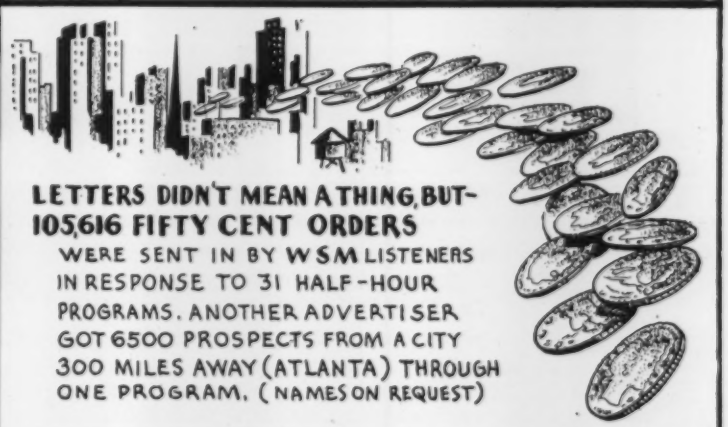
LAST CHRISTMAS EVE, F. WIESEMAN, LONDON, ENGLAND, TUNED IN A TALK BY C. A. CRAIG (Chairman of the Board THE NATIONAL LIFE AND ACCIDENT INSURANCE CO.) BROADCAST OVER WSM. SO CLEAR WAS THE RECEPTION THAT SANTA CLAUS WIESEMAN RECORDED THE PROGRAM ON A DICTAPHONE RECORD AND SENT IT TO MR. CRAIG AS A CHRISTMAS PRESENT. IN THIS COUNTRY, HOWEVER, **WSM'S** LISTENERS SEND IN LETTERS, 30 TO 60 THOUSAND ON AN AVERAGE, EVERY WEEK.—RADIO'S UNPARALLELED LETTER RESPONSE, AND THEY BUY MERCHANDISE TOO!

RESIDENTS IN HAVANA

CUBA, THEY WRITE, SET THEIR WATCHES BY THE **L&N** RAILROAD'S UNIQUE PAN AMERICAN TRAIN BROADCAST. TRAIN'S WHISTLE AND SOUND ARE PICKED UP EVERY WEEK DAY AS IT PASSES THE **WSM** TOWER. PURPOSE: SELLING RAILROAD TICKETS. DOES IT? ASK W. A. RUSSELL, PASSENGER TRAFFIC MANAGER, LOUISVILLE. PROGRAM RENEWED ANOTHER TWELVE MONTHS!

SOMETHING FOR NOTHING

IN 21 STATES THE 3000 REPRESENTATIVES OF OUR PARENT, THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, EVERY DAY SHOW THOUSANDS OF PEOPLE WSM'S CURRENT PROGRAM SCHEDULE INCLUDING THE PROGRAM TIME, AND TRADE NAMES OF WSM'S SPOT ADVERTISERS. NEAT RE-FILL JOB IN VISUAL SALES BOOK DOES THE TRICK. AVERAGES 500,000 HOMES CALLED ON EACH WEEK. NO OTHER STATION HAS 3000 FIELD MEN BUILDING UP THEIR PROGRAMS. THIS IS ONE OF THE REASONS WHY WSM'S AUDIENCE MULTIPLIES EVERY DAY. YOURS AT NO EXTRA COST. EDWARD PETRY MEN WILL TELL YOU ABOUT IT.



LETTERS DIDN'T MEAN A THING, BUT— 105,616 FIFTY CENT ORDERS

WERE SENT IN BY **WSM** LISTENERS IN RESPONSE TO 31 HALF-HOUR PROGRAMS. ANOTHER ADVERTISER GOT 6500 PROSPECTS FROM A CITY 300 MILES AWAY (ATLANTA) THROUGH ONE PROGRAM. (NAMES ON REQUEST)

TOWER GROWS IN HOT WEATHER

LAST WINTER WSM'S ANTENNA (AMERICA'S TALLEST) WAS 878 FEET HIGH. DUE TO THE EXPANSION OF STEEL IN HOT WEATHER, IT HAS ACTUALLY GROWN 4 INCHES TALLER.

A NEW FACTOR IN THE MOVEMENT OF MERCHANDISE

WSM

50000 WATTS

3000 FIELD MEN IN 21 STATES ARE PULLING FOR YOU

NOT STRANGE IS THE FACT THAT ADVERTISERS REPORT OUTSTANDING RESULTS BECAUSE WSM PROGRAMS ARE MERCHANDISED—BUT MORE IMPORTANT, DOWN A CLEAR CHANNEL GOES YOUR PROGRAM TO A FAVORABLE SPOT ON THE DIAL, PROPELLED BY ITS MIGHTY 50,000 WATTS STRONGLY SPREAD OVER A VAST AREA OF THE NATION. YOU OUGHT TO KNOW MORE ABOUT WSM. SEE A PETRY MAN OR WIRE OR WRITE WSM

*"Out of 17 radio stations used by one of our spot transcription accounts, Nashville stood head and shoulders above the other 16 in retail sales response to the program."
R. B. Williams
Reincke-Ellis-Younggreen & Finn

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC
NASHVILLE, TENNESSEE
EXCLUSIVE NATIONAL REPRESENTATIVES: EDWARD PETRY & COMPANY, NEW YORK, SAN FRANCISCO, CHICAGO, DETROIT
CLEARED CHANNEL • UNLIMITED TIME • 50,000 WATTS • NBC AFFILIATE
650 KILOCYCLES

Directory of 1934 National and Regional Radio Advertisers (*Con't*) . . .

Hennafoam Corp., New York (Hennafoam shampoo). *t*
Dr. Hess & Clark, Inc., Ashland, O. (poultry food).
E. E. Hess Co., Brook, Ind. (witch hazel cream). *sp,sa*
Hexin, Inc., Chicago (cold tablets). *sa*
Hill Bros. Co., New York (Dromedary dates & gingerbread mix), *sp*
Hills Brothers Co., San Francisco (Red Can coffee). *sp,t*
D. Hill Nursery Co., Dundee, Ill. (seeds). *sp*
Hill Food Products Co., Los Angeles (mayonnaise).
Hinckley & Schmidt, Chicago (Corinnia water). *sp*
Hinze-Ambrosia, Inc., New York (Ambrosia preparations). *n,sp*
Hipolite Co., St. Louis (marshmallow creme). *sp,sa*
Histen Corp., Chicago (Histen hay fever remedy). *sa,t*
Hoffman Beverage Co., Inc., Newark, N. J. (pure fruit beverages).
Hoffman-Hayman Coffee Co., San Antonio (H & H coffee).
Holford Inhaler Co., Minneapolis (inhalers).
Holland Butter Co., Boston (butter & eggs). *rn*
R. M. Hollingshead Co., Camden, N. J. (Whiz auto polish).
Hollywood Dry Corp., Los Angeles (beverages).
Hood Rubber Co., Watertown, Mass. (rubber & canvas footwear).
The Hoover Co., Canton, O. (Hoover vacuum cleaners). *n*
Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's liniment). *sa*
Edna Wallace Hopper, Inc., Chicago (facial cream).
Horlick's Malted Milk Corp., Racine, Wis. (malted milk). *n,sp*
Geo. A. Hormel & Co., Austin, Minn. (Hormel canned foods). *sa*
Horn & Hardart Baking Co., Philadelphia (restaurants).
Horse & Mule Association of America, Dallas. *sa*
Hotel Astor, New York.
Hotel Gov. Clinton, New York. *sa*
Hotel Great Northern, New York, *n*
Hotel Jefferson, St. Louis. *sa*
Hotels Management & Securities Corp., Washington, D. C. (hotel management).
Houbigant, Inc., New York (perfumes).
Household Finance Corp., Chicago (family finance service). *n,rn,sa,t*
House of Seager, Inc., Los Angeles (cosmetics). *n*
Howell Co., New Orleans (remedies, extracts). *t*
Geo. W. Hoyland, Inc., Kansas City (Smax cereal).
Richard Hudnut, New York (perfumes & powders). *n,rn,sp*
Hudson Motor Car Co., Detroit (motor cars). *n,t*
K. A. Hughes Co., Boston (Thalax, Pyrosan, remedies).
Humble Oil Co., Houston (oil and gasoline). *sa*
Humboldt Malt & Brewing Co., Eureka, Calif. (Brown Derby beer).
Humphrey's Homeopathic Medicine Co., New York (dog remedies). *n,sp*
Hupp Motor Co., Detroit (motor cars). *sa*
Hurley Machine Co., Chicago (Easy washing machines). *sa*
Hydrox Corp., Chicago (Hydrox ice cream).
Hygeia Nursing Bottle Co., Buffalo (strained vegetables).
Hygrade-Sylvania Corp., Clifton, N. J. (radio tubes). *sa*
Hyral Co., Fort Worth, Tex. (dentifrice). *sa*

I

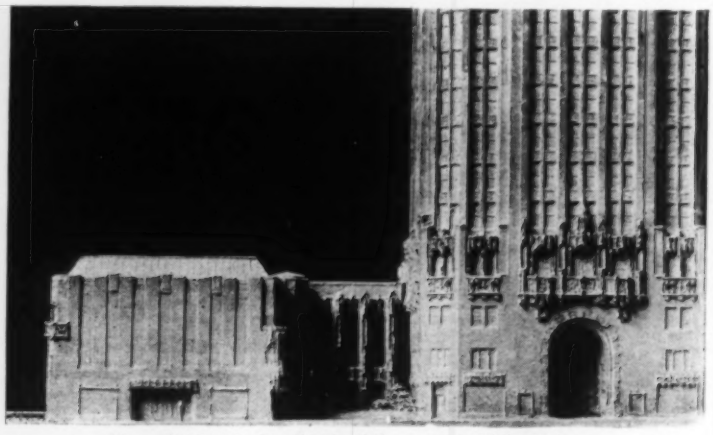
Illinois Bottled Gas Co., Chicago (Dri-Gas). *sp*
Illinois Central Railroad, Chicago (rail transportation). *sa*
Imperial Sugar Co., Sugarland, Texas. *sp*
Independent Grocers Alliance, Chicago (IGA brands).
Independent Silo Co., St. Paul (silos).
Indiana Safeway Bus Lines, Indianapolis (transportation). *sp*
Individual Drinking Cup Co., Easton, Pa. (Dixie cups). *n*
Inecto, Inc., New York (Inecto-Rapid Notox). *n,t*
Infant Supply Co., Lynn, Mass. (Pyorless diapers).
Institute of American Meat Packers, Chicago (meat talks). *n*
International Bedding Co., Baltimore (White Cloud mattresses). *t*
International Laboratories, Omaha (hair remedy).
International Mate Co., New York (Joyz Yerba Mate tea).
International Oil Heating Co., St. Louis (oil burners). *sp,sa*
International Salt Co., Scranton, Pa. (salt). *sa*
International Shoe Co., St. Louis (Red Goose shoes).
International Silver Co., Meridan, Conn. (silverware).
International Vitamin Corp., New York (IVC pearls). *sp*
Interstate Cotton Oil Refining Co., Sherman, Tex. (Mrs. Tucker's shortening).
Interstate Department Stores, New York (chain stores). *sa*
Interstate Life Association, Hollywood (insurance). *t*
Interwoven Stocking Co., New Brunswick, N. J. (Interwoven hosiery).
Investors Syndicate, Minneapolis.
Iodent Chemical Co., Detroit (tooth paste). *sp,t*
Iokelp Company, San Diego (health tonic). *sp,t*
Iowa Pearl Button Co., Muscatine, Ia. (Blue Bird pearl buttons). *sa*
Iowa Soap Co., Burlington, Ia. (Magic Washer soap and Pynaseptic). *sp,t*
Ironized Yeast Co., Atlanta, Ga. (yeast tablets). *n,sp,t*
ITS Company, Elyria, O. (rubber soles & heels).
Iowa Soap Co., Burlington, Ia.
Ivanhoe Foods, Inc., Auburn, N. Y. (Salanaise salad dressing).

J

Walter Janvier, Inc., New York (Kellogg's Tasteless castor oil).
Dr. D. Jayne & Son., Inc., Philadelphia (vitamin wine).
Jean Jordean, Inc., South Orange, N. J. (Zip and depilatory cream). *t*
Jeddo-Highland Coal Co., Jeddo, Pa. (coal producers). *n*
John F. Jelke Co., Chicago (Good Luck margarine).
Jell-Well Dessert Co., Inc., Los Angeles. *t*
Jel-Sert Co., Chicago (Flavorade). *sp*
Jenny Wren Co., Lawrence, Kan. (Jenny Wren flour). *sa*
Andrew Jergens Co., Cincinnati (Woodbury's soap and lotion). *n*
J. F. G. Coffee Co., Knoxville, Tenn. *sp*
John Irving Shoe Co., Boston. *rn*
Johns-Manville Corp., New York (household repair material). *n*
Johnson Educator Food Co., Cambridge, Mass. (Educator crackers). *rn,sa,t*
Johnson & Johnson, New Brunswick, N. J. (surgical dressing).
Oliver J. Johnson, Inc., Chicago (seeds).
Johnson-Stephens & Shinkle Shoe Co., St. Louis (Fashion Plate shoes).
S. C. Johnson & Son, Racine, Wis. (Johnson's floor wax). *n*
Walter H. Johnson Candy Co., Chicago (Long John candy bars) *sa*
Robt. A. Johnston Co., Milwaukee (chocolates).
Julian, Inc., Dallas (hand lotion). *sa*
Jung Seed Co., Randolph, Wis. (seeds and bulbs). *sp,sa*
Justrite Co., Milwaukee (bird seed). *sp,sa*

K

Kal Products, Inc., St. Paul (X-Y-Z ointment). *sa*
Kamphene Co., Chicago (Kamphene). *rn,t*
A. J. Kasper Co., Chicago (Sip of Gold coffee). *sp*
Katterman & Mitchell Sales Corp., New York (Gloria Gay silks).
Kay Jewelry Co., Boston (jewelry stores). *rn*
S. A. Keefer, Warm Springs, Ga. (souvenir plaques). *sa*
Keeley Institute, Dwight, Ill (liquor cure). *sa*
Keep Chicago Ahead Committee, Chicago (promotional). *n*
The Kellog Co., Battle Creek, Mich. (corn flakes, Pep, etc.). *n,sp,sa*
Kellog-How-Thompson Co., Duluth, Minn. (hardware dealers). *sp*
Kelly-Springfield Tire Co., New York (tires & tubes).
Kemp Bros. Packing Co., Frankfort, Ind. (Sun Rayed tomato juice).
Kendall Refining Co., Bradford, Pa. (Pennzbest motor oil). *sp*
C. D. Kenny Co., Baltimore (Norwood coffee). *sp*
Kenton Pharamacal Co., Covington, Ky. (Brownatone hair dye).
Kenwood Mills, Albany, N. Y. (wool blankets). *t*
Kerr Glass Co., Sand Springs, Okla. (mason jars). *sp,sa,t*
Kester Solder Co., Chicago (metal mender). *sp,sa*
Kildall Co., Minneapolis (cod liver oil).
C. M. Kimball Co., Everett, Mass. (Red Cap polishes).
Kings Brewing, Inc., Brooklyn (King's beer). *sp*
M. A. King Co., Somerville, Mass. (Statler tissue). *sa,t*
King Razor Co., Providence (safety razor).
Kinox Co., Rutland, Vt. (Callouse-East). *sp*
Kip Corp., Ltd., Los Angeles (Pyrol).
Walter R. Kirk, Inc., Chicago (soaps).
Kirsch Company, Sturgis, Mich. (drapery hardware).
Kitchen Art Foods, Inc., Chicago (Two Minute dessert). *sp*
Kleistone Rubber Co., Inc., Warren, R. I. (Lynco arch support).
E. A. Kline & Co., New York (Medalist cigars).
A. A. Knight Corp., Charlestown, Mass. (Kni-cust ice cream mix). *rn*
E. L. Knowles, Inc., Springfield, Mass. (Rubine liniment). *sa*
Knox Company, Kansas City, Mo. (Cystex). *t*
Knox Gelatine Co., Johnstown, N. Y. (Knox Sparkling gelatin). *sa,t*
Kolynos Co., New Haven, Conn. (toothpaste). *n*
Kondon Mfg. Co., Minneapolis (Kondon's Catarrhal jelly). *sa*
Konjola, Inc., Portchester, N. Y. (Konjola cold compound). *t*
Koppers Seaboard Coal, Brooklyn, N. Y. *sp*
Kosto Co., Chicago (10-cent dessert). *sa,t*
Kraft-Phenix Cheese Corp., Chicago (cheese, etc.). *n,sp,sa*
A. J. Krank Co., St. Paul (toilet preparations). *sp*
Krementz & Co., Newark, N. J. (jewelry).

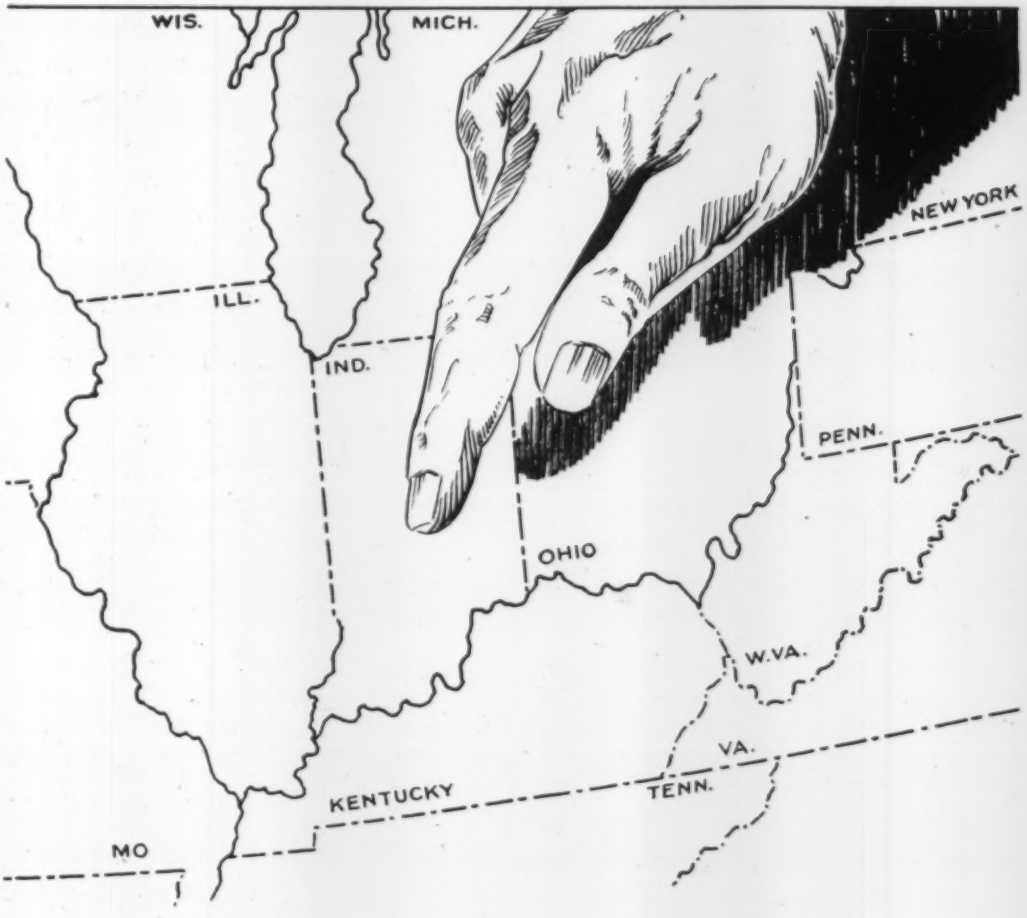


New $500,000 Studio Building for WGN, Chicago

A NEW STUDIO building for WGN, *Chicago Tribune* station, has been contracted for at a cost of approximately $500,000 and will be ready for occupancy by June, 1935, according to an announcement by the newspaper. Housing all of the newspaper's radio activities, the building will be erected just north of the Tribune Tower on North Michigan Avenue, and will be three stories high at the outset. The architecture will be Gothic in harmony with the main building. Eventually, it is planned to increase the height of the studio building to 24 stories.

The radio building will contain a theater studio with a seating capacity of 600 and a stage capable of accommodating a 100-piece symphony. There also will be three other studios, a music library, sound effects room, property room, clients' room and general offices. The structure was designed by the late Raymond Hood, noted architect who died recently, John Mead Howells, his associate who assisted in the designing of the Tribune Tower, and their associates J. Andre Fouilhoux and Leo J. Weissenborn. R. C. Weibolt, Chicago, was awarded the building contract.

In connection with the new project, WGN announced Aug. 26 an open competition for a design for its new broadcasting auditorium to be housed in the building. Open to decorators and designers and other artists, the competition will end Nov. 15, after which a jury of award will select the winner and runners up. The winning design will win a $2,500 cash award, second place $750, third $250, fourth $100, and for each of 21 designs receiving honorable mention, $50. The Jury of Award will consist of Mrs. R. R. McCormick, wife of the *Tribune* editor and publisher; Edward S. Beck, managing editor; W. E. Macfarlane, business manager of the *Tribune* and vice president of WGN; Casey Orr, *Tribune* cartoonist, and Holmes Onderdonk, vice president of the Tribune Building Corp.



A Merchandising Service that says . . .

"Here it is!"

Weak spots, inaccuracies, waste effort and other discrepancies in the execution of sales plans are pointed out by the WLW Merchandising Service. Dealer and consumer preferences are shown. Reports obtained through thousands of contacts with wholesalers and retailers in all lines give to WLW advertisers a cross-section of the WLW selling field in relation to their product. Owners and major executives may obtain complete details.

Address:
JOHN L. CLARK

WLW "the Nation's Station"
500,000 Watts
Most Powerful in the World

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., *President* **CINCINNATI**

XUM

Directory of 1934 National and Regional Radio Advertisers (*Con't*) . . .

Kremola Co., Chicago (Kremola toilet preparation).
S. S. Kresge Co., Detroit (chain stores).
Krey Packing So., St. Louis. *sp*
Kroger Grocery & Baking Co., Cincinnati (grocers). *t*
Kurlach Co., Rochester (eyelash beautifiers).
B. Kuppenheimer & Co., Chicago (men's clothing). *t*

L

La Choy Food Products, Inc., Detroit (Chinese food products). *sa*
Lady Esther Co., Evanston, Ill. (powder, etc.). *n*
Lady Margaret Co., Fort Worth, Tex. (cosmetics). *sa*
Lambert Pharmacal Co., St. Louis (Listerine).
Corliss Lamont & Co., New York (Nestle's). *n*
Lancaster County Seed Co., Paradise, Pa. (seeds). *sp,t*
Land O'Lakes Creameries, Inc., Minneapolis (butter). *sp*
Land O'Nod Co., Minneapolis (mattresses). *sa*
Lane Co., Altavista, Va. (cedar chests).
Langendorf United Bakeries, Inc., San Francisco (Royal bread). *n*
La Rosa Co., New York (macaroni). *rn,t*
Larrowe Milling Co., Detroit (stock feed). *sp*
Larson Co., Green Bay, Wis. (strained vegetables for babies). *sp*
Larus Brothers & Co., Richmond, Va. (Edgeworth tobacco). *n*
Lavena Corp., Chicago (bath powder). *sp,t*
The Lavoris Co., Minneapolis (mouth wash). *n*
Thomas Leeming & Co., Inc., New York (Baume Bengue).
Lees James & Sons Co., Bridgeport, Pa. (Minerva yarns).
Lehn & Fink Products Co., New York (Lysol, Hinds, Pebecco, etc.). *n,sp*
Leisy Brewing Co., Cleveland.
Lentherie, Inc., New York (perfumes).
Len-Zol Products, Inc., Syracuse, N. Y.
Lesquendine, Inc., New York (Tussy products). *sp*
Lever Bros Co., Cambridge, Mass. (Lux, Rinso, Lifebuoy). *n,sp*
A. H. Lewis Medicine Co., St. Louis (Tums). *sa,t*
Lewis I Cigar Mfg Co., Newark, N. J. (John Ruskin & Melba cigars).
Lewis Knitting Co., Janesville, Wis. (underwear).
Libby, McNeill & Libby, Chicago (food products).
Liberty Magazine, New York. *sa*
Liberty Mutual Insurance Co., Boston. *sa*
Liebmann Breweries, Inc., Brooklyn (Rheingold beer).
Liggett & Myers Tobacco Co., New York (Chesterfield). *n*
Lince Products, Chicago (Linco wash). *sa*
Lionel Corp, New York (toy trains).
Thomas J. Lipton, Inc., Hoboken, N. J. (teas).
Lite Soap Co., Aurora, Ill. (Lite minerals). *sa,t*
Little Tree Farms, Framingham, Mass. (shrubs and trees).
Lone Wolf Co., Fort Worth, Texas (hair tonic). *sa*
Longino & Collins, New Orleans (Tasty preserves).
Loose-Wiles Biscuit Co., Long Island City, N. Y. (Krispy Krackers, etc.) *rn,sa,t*
Frank Lopez, Brooklyn, N. Y. (cosmetics). *rn*
P. Lorillard Co., New York (Old Gold cigarettes). *n,t*
Los Angeles Soap Co., Los Angeles (White King Soap).
Love Charm, Inc., St. Louis (perfumes). *sp*
Lowe Bros. Co., Dayton (paints).
Lubrite Refining Corp., St. Louis (Mobiloil & Mobilgas). *sp,t*
George W. Luft Co., Inc., Long Island City, N. Y. (Tangee preparations).
John Lucas & Co., Philadelphia (paints).
Lucky Tiger Remedy Co., Kansas City (hair tonic). *sp*
Luxite Silk Products Co., Milwaukee (hosiery and lingerie). *t*
Luxor, Ltd., Chicago (cosmetics). *n*
Lynn Products Co., Lynn, Mass. (oil burners). *sa*
Lykolene Co., Kansas City (Lyko & Lykolene).

M

McFadden Publications, Inc., New York (True Story and Detective Stories magazines). *n,sa*
MacMillan Petroleum Co., Los Angeles (Ring Free motor oil).
R. H. Macy & Company, New York (department store).
Mador, Inc., Chicago (cosmetics).
Magnesia Products Co., Milwaukee (West's bird foods).
Magnolia Petroleum Co., Dallas (Mobiloil & Mobilgas). *sa*
Magnolia Seed Co., Dallas (chigger chaser). *sa*
Mail Pouch Tobacco Co., Wheeling, W. Va. (Mail Pouch tobacco).
Mallory Hat Co., Danbury, Conn. (men's hats).
Malted Cereals Co., Burlington, Vt. (Maltex). *n*
Maltine Co., New York (cod liver oil).
Malt-O-Meal Co., Fort Worth, Tex. (cereal). *sa,sp*
Melva Medicine Co., Cincinnati, O. (remedy).
Mangels Herold Co., Baltimore (King's Syrup). *sp*
Manhattan Soap Co., New York (Micky Mouse soap). *n*
B. Manischewitz Co., Cincinnati (Matzos). *sp*
Mankind Dog & Cat Food Co., Philadelphia. *sa*
Mantle Lamp Co. of America, Chicago (Aladdin lamps). *sp,sa,t*
Marco Products Co., Los Angeles (dog food). *sp*
Marlin Mineral Water Co., Marlin, Tex. (Marlin crystals). *sp*
Marinesia Laboratories, South San Francisco, Calif. (Marine Magnesia toothpaste). *sa*
Marly Distributors, Inc., New York (Marly beauty preparations).
Marmola Co., Chicago (remedy). *t*
J. W. Marrow Co., Los Angeles & Chicago (Mar-O-Oil shampoo). *n, sa,t*
Marshall Canning Co., Marshalltown, Ia. (Brown beauty beans). *sp*
Martha Washington Candy Co., Washington, D. C. *sa*
Martin-Senour Co., Chicago (varnishes).
Joseph Martinson, Inc., New York (Jomar coffee & chocolate malted). *sp*
Maryland Pharmaceutical Co., Baltimore (Rem). *sa*
Master Laboratories, Omaha (branch of Crazy crystals). *sp*
Maury-Cole Co., Memphis (Canova coffee).
Maybelline Co., Chicago (eyelash dye). *n,rn,sa,t*
Oscar Mayer & Co., Chicago (Old Style farm sausage). *sp*
Maytag Co., Newton, Ia. (washing machines).
Mazer Cressman Cigar Co., Detroit (Manuel cigars).
Alfred W. McCann Laboratories, Inc., New York (special foods). *sp*
McCormick & Co., Baltimore (Bee brand spices & Banquet tea). *sa,t*
McCoy's Laboratories, Inc., New York (cod liver oil tablets). *sa, sp,t*
McKenzie Milling Co., Quincy, Mich. (pancake flour). *sp*
McKesson & Robbins, Inc., Bridgeport, Conn. (Albolene, Analax).
McLaughlin-Gormley-King Co., Minneapolis (insecticide). *t*
J. T. McMillan Co., St. Paul (pork packers).
McMurtry Mfg. Co., Denver (Gloss Cote paint).
Meadows Mfg. Co., Bloomington, Ill. (washing machines).
Medicolium Corp., Ltd., Los Angeles (Melodine iodine).
Mello-Glo Co., Boston (toilet preparations). *sp,sa,t*
Melville Shoe Corp., New York (John Ward shoes).
Menderth, Inc., Boston (fertilizer). *rn,t*
Mennen Co., Newark, N. J. (Mennen toilet preparations). *sp*
Mentho-Kreamo Co., Clinton, Ill. (M-K cough remedy). *sa*
Merckens Chocolate Co., Inc., Buffalo (cocoa).
Wm. S. Merrell Co., Cincinnati (Detoxol toothpaste).
Metro Art Studios, New York (photo enlarging). *sp*
Metropolitan Life Insurance Co., New York. *n*
Mexican Government, Mexico City, Mexico (travel talks). *t*
Miami-Biltmore Hotel, Miami Beach, Fla. *sa*
John C. Michail Co., Chicago (Mickey quilt patches). *sp*
Michigan Tourist & Resort Commission, Detroit (vacation campaign). *sa*
Mickelberry's Food Products Co., Chicago (sausage).
Mid-Continent Petroleum Corp., Tulsa, Okla. (DX gasoline). *sa,t*
Midland Flour Milling Co., Kansas City (Town Crier flour).
Midwest Drug, Inc., Chicago (Dr. Chapin's Muscletone).
Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka Seltzer). *n,sp,t*
Milky-Way Co., Chicago (cosmetics).
Fred Miller Brewing Co., Milwaukee (High Life beer).
Miller Hatchery, Bloomington, Ill. *sa*
I. Miller & Sons, Long Island City, N. Y. (women's shoes).
Miller Milling Co., Minneapolis (Occident flour). *t*
Miller Pork Products Corp., Richmond, Va. (Sargeant's dandruff remedy).
Miller Rubber Co., Akron (rubber sundries).
Russell Miller Co., Minneapolis (flour). *t*
Milton Oil Co., Sedalia, Mo. (Dixcel gasoline). *sp*
Minard Co., Framingham, Mass. (inhalant & mouth wash). *sa*
Minneapolis Brewing Co., Minneapolis (Golden Grain Belt beer).
Minneapolis Honeywell Regulator Co., Minneapolis (heat control). *sa*
Minnesota Valley Canning Co., Le Sueur, Minn. (Del Maiz canned vegetables).
Minute Washer Co., Newton, Ia. *sa*
Miracle Diamond Corp., Salt Lake City (diamonds). *sa,t*
Miracul Wax Co., St. Louis (Dri-Brite wax).
M. J. B. Co., San Francisco (MJB coffee). *n,t*
Modern Food Process Co., Philadelphia (Thrive dog food). *n,sp*
Modern Medical Associates, New York (medical supplies). *sp*
Mohawk Carpet Mills, Inc., New York (rugs). *n*
The Molle Co., Bedford, O. (shaving cream). *n*
Monarch Brewing Co. (Malvaz malt tonic).
Monnigs Wholesale Co., Fort Worth, Tex. (Bershire hosiery). *sa*
Monroe Sander Corp., Long Island City, N. Y. (Salore nail polish).
Montgomery Ward & Co., Chicago (raw fur marketing service). *sp,t*
Monticello Drug Co., Jacksonville, Fla. (666 remedy). *sa,t*
Monticello Nursery, Monticello, Fla. (Mahan pecan trees). *sa*
Monument Hills, Hausatonic, Mass. (bedspreads). *sa*
Benjamin Moore & Co., New York (Muresco wall finish). *n,sp,sa*
Moore Milling Co., La Porte, Ind. (Break-O-Wheat food). *sp*
Moore Stove Co., Joliet, Ill. *sp*
Morex Tonic Co., Los Angeles (gland tonic).
Morey Mercantile Co., Denver (Solitaire food products).
Enoch Morgan's Sons Co., New York (Sapolio cleanser).
Morgan School, St. Petersburgh, Tenn. (training school for boys). *sa*
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food). *n,rn,sp,t*
Morrison Co., Philadelphia (prepared puddings).
Philip Morris & Co., New York (Philip Morris cigarettes). *n,rn, sp,sa*
Morten Milling Co., Dallas, Texas.
Morton Salt Co., Chicago (Morton salt). *sp,sa*
Motor Stocker Corp., New York (automatic stockers).
Mount Clemens Sales Corp. (mineral salts). *sp*
Mount Rose Distilling Co. (Mount Rose gin). *sp*
Mount Zircon Spring Water Co., Rumford, Me. (ginger ale).
C. F. Mueller Co., Jersey City, N. J. (Mueller's macaroni). *n*
L. J. Mueller Furnace Co., Milwaukee (furnaces).
Mul-So-Lax Laboratories, Inc., Kalamazoo, Mich.
Munsingwear Corp., Minneapolis (underwear).
Arthur Murray School of Dancing, New York.
Musebeck Shoe Co., Danville, Ill. (health sport shoes). *sa*
Musterole Co., Cleveland (Musterole & Zemo).
Leslie F. Muter Co., Chicago (Arlington electric clocks).
Myles Salt Co., Ltd., New Orleans (table salt).
My-T-Fine Corp., Brooklyn, N. Y. (ice cream powder). *t*

N

Nacor Medicine Co., Indianapolis (proprietary remedies). *t*
Nash Coffee Co., Minneapolis (coffee)
Nash Motors Co., Kenosha, Wis. (motor cars). *sa,t*
Natex Co., Inc., Baltimore (Natex laxative).
National Automobile Chamber of Commerce, Detroit (travel talks). *sp*
National Battery Co., St. Paul (Gould batteries).
National Board of Fire Underwriters, New York.
National Biscuit Co., New York (Shredded Wheat, etc.). *sa*
National Carbon Co., New York (Eveready & Prestone). *sa*
National Fraternal Congress of America, Crawfordsville, Ind. *sa*
National Magnesia Co., Chicago (Citrate of Magnesia). *sp*
National Mutual Benefit Co., Madison, Wis. (insurance). *sp*
National Oil Products Co., Harrison, N. J. (Admiracion soapless shampoo & Vitex). *n,sp,sa*
National Refining Co., Cleveland (White Rose gasoline). *sa*
National Security Ass'n, Beverly Hills, Calif. (insurance).
National Sugar Refining Co., of N. J., New York (Jack Frost sugar).
National Tea Co., Chicago (food stores). *sp*
National Toilet Co., Paris, Tenn. (Nadinola face powder & cream). *sp*
Nebraska Consolidated Mills, Omaha (Mother's Best flour). *sp*
Nehi Corp., Columbus, Ga. (Nehi & Chero beverages).
Nell Vinick, New York (beauty advisor). *t*
Nestle's Milk Products, Inc., New York (Nestle's chocolate). *n*
New England Distillers, Boston (Loyd's London Dry gin). *sa*
New England Vinegar Works, Somerville, Mass. (sweet cider). *sa*
New York Life Insurance Co., New York.
New World Life Insurance Co., Seattle, Wash. (insurance). *n*
N. D. Bee Supply Co., Moorhead, Minn. (baby chicks) . *sp*
Niagara Hudson Power Corp, New York (electric & gas power). *t*
Nisley Co., Columbus (women's shoes). *t*

ELISHA WRIGHT READS HIS FAMOUS WRIGHTVILLE CLARION

●

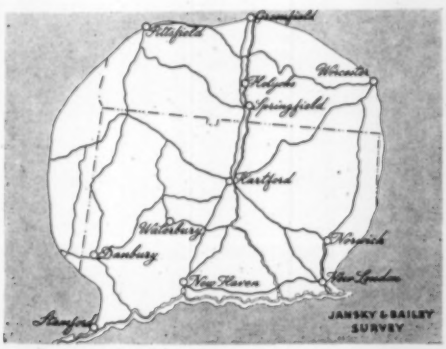
and
New Englanders plan tomorrow's purchases

No, you will not find the "Wrightville Clarion" listed in Standard Rate & Data. Yet it reaches over 1,500,000 people—and sells more merchandise than any "country newspaper" in America.

The Wrightville Clarion is WTIC's unique device for handling spot announcements. It is typical of WTIC's ability to create programs of outstanding merit—stage them with the finest talent—and manage all mechanical details with professional finesse.

In few other markets can intensive advertising be used so effectively as in The WTIC Communities. Here are people who are willing to buy—who have money with which to buy. Here is an area so small (less than 100 miles square) that a sales force can cover it quickly and economically.

Station WTIC offers the one way to reach this entire market at small cost. No other medium or group of media blanket it so thoroughly. A few choice hours are now available. Full particulars on request.



NEW YORK OFFICE: 220 East 42nd St. J. J. Weed, Manager
CHICAGO OFFICE: 203 No. Wabash Avenue. C. C. Weed, Manager

STATION WTIC, HARTFORD, CONN.

50,000 WATTS

Owned by The Travelers Broadcasting Service Corporation

THE WTIC COMMUNITIES
A prosperous population in a compact market

Facts for Food Advertisers

Potential WTIC Primary Audience	1,580,367
Per Capita Savings Bank Deposits	$600.00
Food Outlets, Retail	9,918
Volume of Business	$237,464,000

Operated Daily
7:00 A.M. to 12:00 Midnight
Sundays 9:30 A.M. to Midnight

Member New England and NBC-WEAF Networks

Directory of 1934 National and Regional Radio Advertisers (*Con't*) . . .

Noblesville Milling Co., Noblesville, Ind. (Kismet Diadem flour). *sp*
Norge Corp., Detroit (Norge refrigerators). *t*
North American Radio Corp., New York (Grunow radios & refrigerators). *sp*
Northern Illinois Cereal Co., Lockport, Ill. (New Process oats). *sa*
Northern Pacific Railway Co., St. Paul (transportation). *sa*
North Star Woolen Mill Co., Minneapolis (blankets).
Northrup, King & Co., Minneapolis (seeds). *t*
Northwestern Fuel Co., Minneapolis (coal). *sa,t*
Northwestern Yeast Co., Chicago (Yeast Foam tablets). *n*
Norwich Pharmacal Co., Norwich, N. Y. (Unguentine). *sp,sa*
Nourishine Mfg. Co., Los Angeles (hair tonic). *sp,t*
Noxon, Inc., New York (cleanser). *sp*
Noxzema Chemical Co., Baltimore (Noxzema cream). *t*
Nozol Co., Inc., Sharpsburg, Pa. (Nozol nasal remedy).
Nu-Enamel Pacific Corp., Los Angeles (heat and acid resisting paints). *sa*
Numismatic Co., Ft. Worth, Tex. (rare coins). *sp,t*
Nunn-Bush Shoe Co., Milwaukee (men's shoes). *sp*
Nyal Co, Detroit (Ucatone & Nyal). *sp,sa,t*

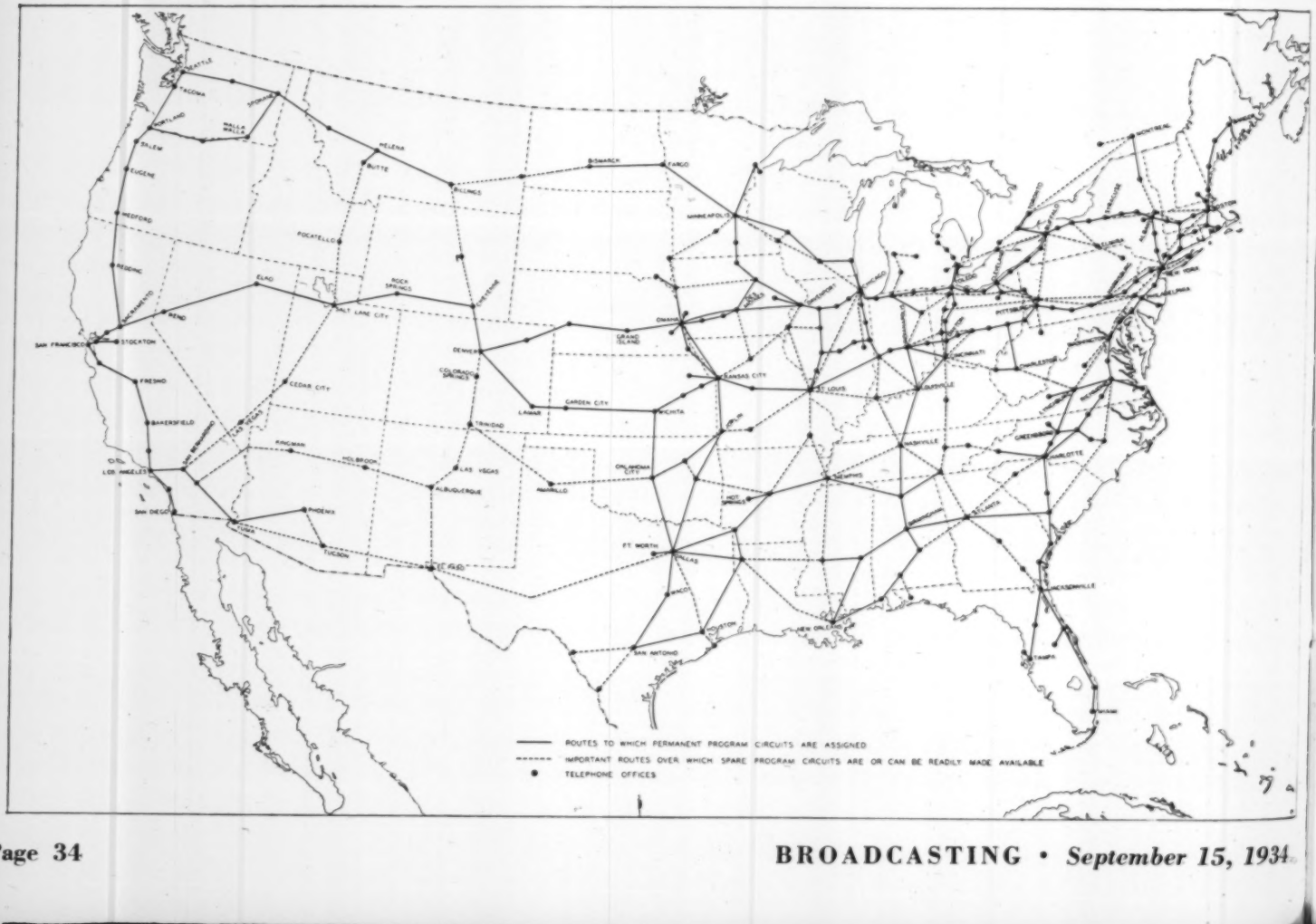
O

Oakite Products Co., New York Oakite cleanser). *rn,sp*
O'Brien Varnish Co., South Bend, Ind. (varnish).
Occidental Life Insurance Co., of Calif., San Francisco. *n*
Ocean Steamship Co., of Savannah, New York (boat transportation).
O-Cedar Corp., Chicago (polish mops).
Ohio Dairy Council, Cincinnati. *sp*
O. K. Coffee Dispenser Manufacturing Co., Wichita, Kan. (wholesale coffee). *sa*
Olds & Whipple, Inc., Hartford, Conn. (Lurura plant food). *t*
Olds Motor Works, Lansing, Mich. (motor cars).
Old Town Canoe Co., Old Town, Me. (canoes).
Old Witch Co., Washington, Pa. (cleaning fluid).
Oliver Farm Equipment Co., Chicago (farm implements).
Olson Rug Co., Chicago (rugs). *sp,sa*
Olympia Knitting Mills, Inc., Olympia, Wash. (Will Wite swimming suits).
Omaha Flour Mills, Omaha. (Omar flour). *sp,t*
Oneida Community, Ltd., Oneida, N. Y. (Tudor Plate silverware). *sa*
Charles O'Neill, Bridgeport, Wis. (Silver Dollar crystals). *sp*
Orange Crush Co., Chicago (beverages). *sp*
Orthex Products, Inc., Lima, O. (Athlete's foot remedy).
Ostermoor & Co., New York (mattresses).
Ovelmo Co., Fort Wayne, Ind. (Nuway shaving cream). *sp*
Owensboro Tobacco Co., Owensboro, Ky. (Old Kentucky Homespun). *sp*

P

Paas Dye Co., Newark, N. J. (egg dyes). *t*
Pacific Coast Borax Co., New York (20 Mule Team borax). *n*
Pacific Steamship Co., Seattle (Admiral Line).
Packard Motor Car Co., Detroit. *n*
Packer Mfg. Co., New York (Packer's Tar soap).
Pacquin Laboratories Corp., New York (hand cream).
Palmer House, Chicago (hotel). *n*
Palmer Match Co., Akron, O. (Strikalite matches). *sp,t*
Pan American Airways System, New York (airplane travel).
Pan American Petroleum Co., New Orleans. *sp,sa*
Pancrust Plato Co., Houston, Tex. (shortening & cooking oil). *sa*
Paraffine Companies, Inc., San Francisco (roofing). *n*
Paris Medicine Co., St. Louis (Grove's Bromo Quinine). *sp,sa*
Park Chemical Co., Detroit (Parko Gloss polish).
Philip R. Park, Inc., Chicago (health foods).
Parker Corp., Boston (investments).
Dr. Parker, San Francisco (dentist). *n*
Parker Pen Co., Janesville, Wis. (fountain pens).
P. Pastene & Co., New York (bitters).
Pathfinder Magazine, Washington, D. C. *sp,sa*
John G. Paton Co., Inc., New York (Golden Blossom Honey).
Paxton & Gallagher, Omaha (Butter-Nut coffee). *sp*
Peace & Curran, Providence, R. I. (gold redeemers). *sa*
Peck & Sterba, Inc., New York (Lucord antiseptic).
Penn-Jersey Auto Sales Stores, Inc., Easton, Pa. (auto supplies). *sp*
Pennsylvania Refining Co., Butler Pa. (Penn-Drake oils).
Pennsylvania Salt Mfg. Co. (Pensal & Lewis lye).
Penn Tobacco Co., Wilkes-Barre, Pa. (Pocono cigarettes). *rn,sp*
Pennzoil Co., Oil City, Pa. (Pennzoil). *sp,sa*
Pennzoil Co., Los Angeles (Pennzoil motor oil).
Dr. Pepper Bottling Co., Dallas (Dr. Pepper beverages). *sa,t*
Pepsin Syrup Co., Monticello, Ill. (Pepsin Syrup). *t*
Pepsodent Co., Chicago (Pepsodent toothpaste). *n*
Pequot Mills, Salem, Mass. (cotton goods).
Perfect Circle Co., Hagerstown, Ind. (piston rings). *n*
Perfection Stove Co., Inc., Cleveland (Superfex oil burners). *t*
Dorothy Perkins Co., St. Louis (toilet preparations).
Perkins & Miller, Clarkesville, Tenn. (Lespedeza). *sp*
Perkins Products Co., Chicago (Kool-Ade and Velvia). *t*
Peruna Corp., Chicago (Peruna remedy). *sp,sa*
Pet Milk Sales Corp., St. Louis (Pet milk). *n*
F. H. Pfunder, Inc., Minneapolis (medicinal tablets).
Pharma-Craft Corp., Inc., Louisville (deodorants). *sp*
Philco Radio & Television Corp., Philadelphia (radios). *n,t*
Chas. H. Phillips Chemical Co., New York (milk of magnesia).
Phillips-Jones Corp., New York (Van Heusen collars). *n,sp,sa,t*
Phillips Packing Co., Cambridge, Md. (canned goods). *sp,sa*
Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gas). *sp*

Maps of U. S. Networks Linked by A. T. T. Lines


ROUTES TO WHICH PERMANENT PROGRAM CIRCUITS ARE ASSIGNED
IMPORTANT ROUTES OVER WHICH SPARE PROGRAM CIRCUITS ARE OR CAN BE READILY MADE AVAILABLE
TELEPHONE OFFICES

What!! No Time For Sale??

Well Practically ★ none in the evening.
But . . . we have some very good day-time spots.
Look at the Chart below and see the list of National Advertisers who select to reach this Northwest Market KSTP

PROGRAM list for week of SEPTEMBER 30, 1934. Options (★) expire 6 days

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:45 p.m.	CAMPANA	LITTLE ORPHAN ANNIE—OVALTINE—WANDER COMPANY					
6:00 p.m.	AMUSEMENT BULLETIN—SPORTS NEWS—PROGRAM RESUME—WORLD NEWS						
6:15 p.m.	JUSTER	PHELPS FARM LIGHTING SYSTEMS *					
6:30 p.m.	BAKERS HOUR	BEECHNUT	I-YEAST PLUTO	BEECHNUT	I-YEAST PLUTO	BEECHNUT	I-YEAST PLUTO
6:45 p.m.		CORN PRODUCTS REFINING COMPANY—LINIT-ARGO-MAZOLA					J-M CO.
7:00 p.m.	CHASE AND SANBORN RUBINOFF HOUR	n-w * yeast	PHILLIP MORRIS	T-L TEA	FLEISCHMAN RUDY VALLEE VARIETY SHOW	CITIES SERVICE JESSICA DRAGONETTE HOUR	SWIFT PACKING REVUE PREMIUM HOUR
7:15 p.m.							
7:30 p.m.		FIRESTONE TIRE	LADY ESTHER	LADY ESTHER			
7:45 p.m.							
8:00 p.m.	DOCTOR LYONS	SINCLAIR MINSTRELS	PABST BERNIE	IPANA SAL HEPATICA FRED ALLEN	MAXWELL HOUSE SHOW BOAT HOUR	SLOAN'S LINIMENT	SMITH BROS.
8:15 p.m.							
8:30 p.m.	BAYER ASPIRIN	COLGATE PARTY	TEXACO GAS			ARMOUR PACKING	IVORY SOAP ORIGINAL MUSICAL COMEDY
8:45 p.m.							
9:00 p.m.	LEHN & FINK	CARNATION MILK	PALMOLIVE BEAUTY BOX AIR THEATRE	ENNA JETTIC	KRAFT PHOENIX PAUL WHITEMAN PROGRAM	CAMPANA BALM	
9:15 p.m.				RALSTON			
9:30 p.m.	PONTIAC MOTORS	U S TOBACCO		CONOCO GAS		* CHEVROLET	
9:45 p.m.							
10:00 p.m.	LISTOE & WOLD	PEPSODENT'S AMOS 'N' ANDY					
10:15 p.m.	LOCAL, NORTHWEST, NATIONAL and FOREIGN TEN MINUTE NEWS BULLETIN BROADCAST FIVE MINUTE SPORT NEWS PROGRAM						
10:30 p.m.		PHILLIPS 66 GASOLINE—EDDIE DUNSTEDTER					
10:45 p.m.	OPEN FOR ENTERPRISING ADVERTISER TO REACH PEAK, BUILT-UP AUDIENCE *						

NATIONAL REPRESENTATIVES
NEW YORK—Paul H. Raymer Co.
CHICAGO, DETROIT, SAN FRANCISCO } Greig, Blair & Spight, Inc.

MINNEAPOLIS KSTP ST. PAUL

FREE SALES INFORMATION is contained in our new CHARTS to advertisers and Advertising Agencies. Sent promptly on request.

Directory of 1934 National and Regional Radio Advertisers (*Con't*) . . .

Phoenix Hosiery Co., Milwaukee (hosiery).
Physical Culture Hotel, Dansville, N. Y. (resort). *sp*
Pichel Products, Inc., New York (flavoring extracts).
Pillsbury Flour Mills Co., Minneapolis (Pillsbury Best Flour). *n,rn, sp,sa*
Pinex Co., Fort Wayne, Ind. (Pinex cold remedy). *n,t*
Pioneer Canneries, Seattle (Pioneer clams). *n*
Pioneer Maple Products Co., Minneapolis (Bucket syrup). *sp*
Piso Company, Warren, Pa. (proprietary remedy). *sa*
Pittsburgh Plate Glass Co., Milwaukee (Sun-proof paints).
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts).
Plough, Inc., Memphis (St. Joseph's aspirin). *n,sa,t*
Plymouth Motor Corp., Detroit (motor cars). *sa,t*
Pocahontas Oil Corp., Cleveland (Blue Flash gasoline).
Poloris Co., Inc., New York (Jiffy toothache drops). *sp*
Pompeian Co., Elmira, N. Y. (Pompeian toilet preparations).
Pontiac Motor Co., Pontiac, Mich. (motor cars). *n,t*
Carl Pool Mfg. Co., San Antonio (pants & shirts). *t*
H. K. Porter, Inc., Everett, Mass. (bolt clipper).
Porter Drug Co., Concord, N. C. (Dixie rub liniment). *sa*
Portland Cement Association, Chicago. *n,sp*
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap). *sp*
Praetorian Life Insurance Co., Detroit. *t*
Pratt & Lambert, Buffalo (varnish).
Pratt Food Co., Philadelphia (animal foods).
J. Parker Pray, Inc., New York (Diamond nail enamel). *sa*
Premier Pabst Co., Chicago (Pabst Blue Ribbon beer). *n*
Premier Vacuum Cleaner Co., Cleveland.
J. L. Prescott Co., Passaic, N. J. (Black Iron & Oxol stove polish). *n*
Prima Company, Chicago (Prima beer). *sp*
Primrose House Sales Co., New York (cosmetics). *t*
Princess Pat, Ltd., Chicago (powder). *n*
E. Pritchard & Co., Bridgeton, N. J. (tomato catsup).
Process Corp., Chicago (greeting cards).
Procter & Gamble Co., Cincinnati (Ivory, Camay, Lava soaps, Crisco, etc.). *n,sp,sa*
Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes). *sa*
Protective Diet League of Calif., Los Angeles (Kelfood, Kel-lax). *sp,t*
Provident Mutual Life Co., Philadelphia (insurance). *n,t*
Psychiana, Inc., San Francisco (booklets). *sa*
PTM Formula Co., Seattle (dental preparation). *t*
Puffles Mfg. Co., Elgin, Ill. (food products).
John Puhl Products Co., Chicago (Little Bo-Peep ammonia). *sa*
The Pure Oil Co., Chicago (Purol gasoline). *n,sp*
Puritan Chemical Co., Atlanta, Ga. (Puri-Fume).
Purity Bakeries Corp., Chicago (Taystee bread, Grennan's cakes). *sp,t*
Purolator Co., Newark, N. J. (oil purifiers for autos). *t*
PX Products Co., Los Angeles. *sp*

Q

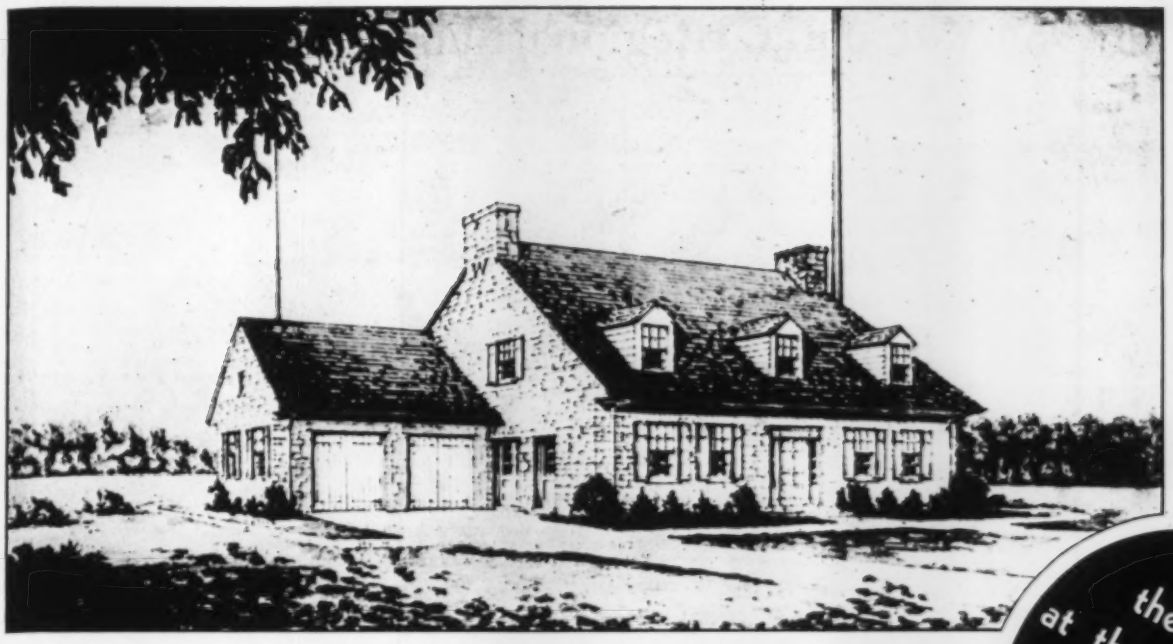
Quaker Oats Co., Chicago (Quaker Oats, Puffed Rice). *n,sp,t*
Quaker State Oil Refining Corp., Oil City, Pa. (motor oil). *sa,t*
W. F. Quarrie & Co., Chicago (publishers).
Kathleen Mary Quilan, New York (toilet goods).
W. S. Quinby Co., Boston (La Touraine coffee).

R

Radio & Television Institute, Chicago (courses). *sp*
Radio Cooking Club of America, Baltimore (cooking school). *sp*
Radio League of the Little Flower, Detroit (Father Coughlin). *n*
Raladam Co., Detroit (Marmola proprietary). *t*
Ralston Purina Co., St. Louis (cereals & seeds). *n*
Ramsey Accessories Mfg. Corp., St. Louis (auto accessories).
Rath Packing Co., Waterloo, Ia. (Black Hawk meat products).
RCA Radiotron Co., Inc., Harrison, N. J. (radio tubes). *n*
RCA Victor Co., Camden, N. J. (Victor radios, etc.). *sp*
Real Silk Hosiery Mills, Inc., Indianapolis (hosiery). *n*
Red & White Corp., Chicago (chain grocers).
Red Star Yeast & Products Co., Milwaukee (Red Star yeast). *n*
Red Top Brewing Co., Cincinnati (Red Top beer). *sa*
Reducoids, San Francisco (reducing pills). *t*
Regal Shoe Co., New York (Regal shoes).
Reid, Murdoch & Co., Chicago (Monarch foods). *sp,sa*
Reliable Packing Co., Chicago (Dannish Brand meat products). *sa*
Reliance Mfg. Co., Chicago (Big Yank shirts). *sp,sa*
Remington-Rand Inc., Buffalo (Remington typewriters). *n,sp*
Reo Motor Car Co., Lansing, Mich. (motor cars). *rn,sp,sa*
Republic Coal Co., Minneapolis. *sa*
Rex Cole, Inc., New York (G. E. merchandise). *sp*
R. J. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes). *n*
Richfield Oil Corp. of New York, New York (Golden gasoline).
Richfield Oil Co., of California, Los Angeles (Richfield gas & oil). *n,rn,t*
Rich Products Corp., Chicago (Eveready Dog foods).
F. Ad. Richter & Co., Brooklyn, N. Y. (Anchor pain expeller). *sp,sa*
Rieser Co., New York (Venida hair nets). *n,sa*
Ring Rout, Inc., New Orleans (Ring remedy). *sa*
Rio Grande Oil Co., Los Angeles (gas & oil).
Rit Products Co., Chicago (Koolex shaving cream). *sp,sa*
Harold F. Ritchie & Co., New York (Eno salts). *n,t*
Dr. Ritholz & Sons, Chicago (optical goods). *sp*
Rival Packing Co., Chicago (Rival dog food). *sp*
Riverdale Products Co., Chicago (Kod-O-Meet). *sa*
RMB Laboratories, Seattle (Davis stomach remedy).
Rochester Packing Co., Rochester (Arplako meats).
Rock Island Brewing Co., Rock Island, Ill. (Cross Country malt syrup).
Rockne Motors Corp., Detroit (motor cars).
Roman Cleanser Mfg. Co., Detroit.
Roman Macaroni Co., Long Island City, N. Y. (5 minute brand spaghetti).
Roman Meal Co., Tacoma, Wash. (cereal).
Roney Plaza Hotel, Miami, Fla. *sa*
Rose Claire Laboratories, New York (Alpine Forest-Pine bath).
Rose Laird Co., New York (beauty preparations). *t*
Dr. W. J. Ross Co., Los Alamitos, Calif. (dog and cat foods). *t*
Rosicrucian Order, San Jose, Calif. (shrine). *t*
Rotary Club of Fresno, Calif. *sp*
Rounds Chocolate Co., Newton, Mass. (Rounds cocoa).
E. H. Rucker Co., Ottumwa, Ia. (baby chick regulators). *sp,sa*
Rudy-Patrick Seed Co., Kansas City (seeds).
Rumford Chemical Works, Providence, R. I. (baking powder). *sp,sa,t*
Runkel Bros., Inc., New York (Runko malted milk). *sp*
Jacob Ruppert, New York (Knickerbocker beer).

S

Safeway Stores, Inc., Oakland, Calif. *n*
Salada Tea Co., Boston (Salada Ceylon tea).
Sales Affiliates, Inc., New York (Inecto-Rapid-Notox). *n,t*
Saltesea Packing Co., Providence (clam chowder).
Sands, Taylor & Wood Co., Somerville, Mass. (King Arthur coffee). *rn*
Sanquoit Paper Co., New Hartford, N. Y. (toilet tissue). *sa*
Sargeant & Co., Des Moines (poultry feeds).
C. F. Sauer Co., Richmond, Va. (flavoring extracts). *t*
M. W. Savage Factories Inc., Minneapolis (mail order).
Savorette Inc., Chicago (cigarette holders). *sa*
Savory Inc., Newark (cooking utensils).
Adam Scheidt Brewing Co., Norristown, Pa. (Valley Forge Beer).
Schenley Distilling Co., Philadelphia (Silver Wedding gin). *t*
Schieffelin & Co., New York (3-Star Hennessey brandy).
A. Schilling & Co., San Francisco (teas). *n*
Schlitz Brewing Co., Milwaukee (Schlitz beer). *n*
Schluderberg-Kurdle Co., Baltimore (Esskay meat products). *sa*
Schoenhofen-Edelweiss Co., Chicago (Edelweiss beer).
Paul Schulze Biscuit Co., Chicago.
Schutter-Johnson Candy Co., Chicago.
Scientific Laboratories of America, Oakland, Calif. (Reducoids). *sp,sa*
Scott Furriers, Boston (retail fur stores). *rn,t*
Scott & Bowne Inc., Elmira, N. Y. (Scott's Emulsion). *sp*
Wm. S. Scull Co., Camden, N. J. (Boscul coffee). *sa*
Sealed Power Corp., Muskegon, Mich. (piston rings). *n*
Sealy Mattress Co., Memphis (Sealyrest mattress). *sa*
Sears Roebuck & Co., Chicago (raw fur marketing service). *sp,t*
J. B. Sedbury Inc., Utica, N. Y. (Jay Bee feed mills).
Sege Milk Products Co., Salt Lake City, Utah (Sego milk). *t*
Seiberling Rubber Co., Akron (tires & tubes).
Sem Co., Dyersville, Ia. (hog remedy). *sp*
R. B. Semler Inc., New York (Kreml hair tonic, etc.).
Seminole Paper Co., Chicago (toilet tissue). *sp,sa,t*
Seinheimer Paper Co., Cincinnati (Sanitex tissue).
Sendol Co., Kansas City (Sendol). *sp,sa*
Shadowfoam Inc., Battle Creek, Mich. (reducing preparation).
Sharp & Dohme, Philadelphia (Hexylresorcinal solution).
Sheboygan, Wisconsin (sausage). *sp*
Sheffield Farms Co., Inc., New York (dairy products). *t*
Shell-Eastern Petroleum Products Inc., New York (Shell gasoline). *n*
Shell Petroleum Corp., St. Louis (Shell gasoline). *sp,sa,t*
Shell Oil Co., San Francisco (Shell gasoline). *n*
Dr. G. H. Sherman Inc., Detroit (Bio Cream skin mendicant).
Sherwin-Williams Paint Co., Cleveland (paints). *sa*
Sherwood Brothers, Baltimore (Betholine). *sa*
Shuron Optical Co., Inc., Geneva, N. Y. (eyeglasses).
Sidley Co., San Francisco (garters).
Siko Inc., New York (Norsiko toothpaste).
Siminoz Mfg. Co., Chicago (auto polish). *sp*
The Simmons Co., Chicago (beds & mattresses). *n,t*
William Simon Brewing Co., Buffalo (Simon pure beer).
Simplex Shoe Mfg. Co., Milwaukee (shoes).
Simplicity Patterns Co., New York (dress patterns). *sp*
Simpson Oil Co., Cape Girardeau, Mo. (motor oil). *sa*
Simpson Products Co., Terre Haute (Doggie Dinner). *sp*
Sinclair Refining Co., Inc., New York (H-C gasoline, etc.). *n*
Singer Sewing Machine Co., New York (sewing machines).
Sisalkraft Co., Chicago (roofing material). *sa*
Six O'Clock Co., Norristown, Pa. (Six O'Clock dessert). *sa*
Skat-A-Rat Corp., Providence (exterminating compound). *sp*
Skelly Oil Co., Kansas City (gasoline & oil). *t*
Skinner Mfg. Co., Omaha (Skinner's raisin bran). *sp*
D & L Slade & Co., Boston (spices). *rn*
Sleepy Water Co., Chicago (Sleepy Water crystals). *sp*
Smith Agricultural Chemical Co., Columbus, O. (Sacco & Wedo). *sp,sa*
Smith Brothers Co., Poughkeepsie, N. Y. (cough drops). *n,sa*
Smith, Kline & French Laboratory, Philadelphia (Dr. Hand's teething lotion). *sa*
Smoked Salt Co., Cincinnati (Old Hickory salt).
Socony-Vacuum Corp., New York (Mobilgas & Mobiloil). *n,rn,sa,t*
Sodiphene Co., Kansas City (antiseptic).
Solarine Co., Baltimore (Old Sol cleanser). *sa*
So-Lo Works, Cincinnati (shoe repairs).
S O S Company, Chicago (aluminum cleanser). *n,rn,sp,t*
Southern Pacific Railroad, Los Angeles (rail transportation). *sa*
Spaide Shirt Co., Butler, Pa. (men's shirts).
Sparks-Withington Co., Jackson, Mich. (Sparton radios). *n*
Spee Dee Products Co., Philadelphia (Spee Dee Kleen cleaning fluid).
Speedwriting, Inc., New York (shorthand courses).
Sperry Flour Co., San Francisco (flour, cereals). *n,sp,t*
Spic, Inc., Chicago (deodorants).
Spiritual Psychic Science Church, Los Angeles. *rn,sp*
Spohn Medical Co., Goshen, Ind.
Spool Cotton Co., New York (crochet cotton).
Sprague, Warner & Co., Chicago (Richelieu, Batavia food products). *n,sp*
Spratt's Patent Ltd., Newark (dog biscuits). *n*
Sqare Deel Products, Inc., Detroit (cleansers).
E. R. Squibb & Son, New York (drug products).
John P. Squire Co., Boston (fresh pork). *n,sp*
Stanback Medicine Co., Salisbury, N. C. (remedy). *rn,sp,sa*
Stanco, Inc., New York (Flit, Nujol, etc.). *sp,sa,t*
Standard Accident Insurance Co., Detroit.
Standard Brands, Inc., New York (Fleischman, Chase & Sanborn, etc.). *n*
Standard Chemical Mfg., Omaha (Clix stock food).
Standard Corset Co., Holyoke, Mass. (Ammori health belt).
Standard Milling Co., New York (Cerosota flour). *t*
Standard Oil Co., of Calif., San Francisco. *n*
Standard Oil Co. of Indiana, Chicago (Red Crown gasoline). *t*
Standard Oil Co. of Louisiana, New Orleans. *sp*
Standard Oil Co. of New Jersey, New York. *sp,t*
Standard Oil Co. of Ohio, Cleveland. *sa*
Star Brewing Co., Dubuque, Ia. *sp*



The new Philadelphia home of Station KYW - from the architect's sketch.

Behind the Scenes at the New Home of Station KYW Philadelphia

WESTINGHOUSE RECTIFIERS

Improve Station Performance

● Since the birth of broadcasting back in 1920, Westinghouse has supplied radio stations—large and small—with equipment that has permitted constant improvements in station performance.

Now—Westinghouse offers a tried and proved line of high-voltage mercury-vapor rectifiers for every application.

Westinghouse rectifiers are available in ratings from 400 kw., 20,000 volts down to 1,000 watts, 1,000 volts.

All units contain new, high-efficiency mercury-vapor tubes; low-regulation transformers; new oil dielectric filter condensers; and improved control circuits that result in increased operating efficiency and dependability.

In addition, the smaller sizes, built in self-contained units, are equipped with main plate, auxiliary plate and bias rectifiers, filters, and control apparatus complete . . . ready to connect to power line and transmitter.

Westinghouse engineers will be glad to discuss with you the proper apparatus for your specific requirements Simply mail the coupon.

The mercury-vapor type rectifier shown in the unit above was designed and manufactured by Westinghouse for its new Philadelphia Station. It measures 6 by 6 feet and is only 3½ feet deep. Although small in size, it contains a 17-amp., 12,000-volt main rectifier, a 2.5-amp., 3000-volt intermediate rectifier and a 1500-volt bias rectifier. In addition, it contains circuits to reduce telephone line interference. D. C. output ripple content is less than 1/10 of 1 per cent.

Such compactness in modern radio design as is shown here has permitted Westinghouse radio engineers to install a complete 50-kw. transmitter in a small Pennsylvania Colonial home.

Westinghouse

Westinghouse Electric & Manufacturing Company
Room 2-N East Pittsburgh, Pa.

We would like further information on Westinghouse high-voltage rectifiers.

Name .....

Station .....

Address ..... T 85130

Current Requirements ..... *Voltage* ..... B 9-15-34

XUM

Directory of 1934 National and Regional Radio Advertisers (Con't) ...

Stephano Bros., Philadelphia (Ramses cigarettes).
Sterling Casualty Insurance Co., Chicago (Penny-A-Day insurance). *sp*
Sterling Oil Co., Emleton, Pa.
Sterling Products, Inc., Wheeling, W. Va. (Bayer Aspirin). *n,t*
Stickney & Poor Spice Co., Charlestown, Mass. (poultry stuffing). *sa*
The Stockman Farmer Supply Co., Denver (harness goods). *sp*
Stokely Bros. & Co., Inc., Indianapolis (Bean Hole beans).
Strasska Laboratories Inc., Los Angeles (tooth paste). *sp*
C. F. Streit Mfg. Co., Cincinnati (Streit slumber chairs).
Stromberg-Carlson Mfg. Co., Rochester, N. Y. (radios). *sp*
J. Stromeyer Co., Philadelphia (Penn-Mar golden syrup). *sp*
Studebaker Corp., South Bend, Ind. (motor cars). *n,sa,t*
Suds-a-Lot Inc., Joliet, Ill. (soap). *sa*
Sturdivant Packing Co., Brownsville, Tenn. (Old Virginia stew).
Summit Hotel, Uniontown, Pa. *sa*
Sun Maid Raisin Growers Assn., Fresno, Calif (Sun Maid raisins). *sp*
Sun Oil Co., Philadelphia (Sunoco motor oils). *n,sa*
Sunshine Coal Co., Centerville, Ia. *sa*
Sun-Rayed Co., Frankfort, Ind. (Kemps Sun-Rayed tomato juice). *sp*
Sussman, Wormser & Co., San Francisco (S & W coffee). *sp*
Sweeper Vac Co., Worcester, Mass. (Sweeper Vac vacuum cleaners). *sp*
Swift & Co., Chicago (Premium ham, Brookfield butter). *n,sp*

T

Tablet No. 66 Laboratories, Los Angeles (rheumatism tablets). *sp*
Tastyeast, Inc., Trenton, N. J. (Tastyeast). *n*
F. C. Taylor Fur Co., St. Louis (raw furs).
Tennessee Corp., New York (Loma garden product). *n*
Tenex Laboratories, Cedar Rapids, Ia. (proprietary remedy).
Henry Tetlow Co., Philadelphia (Swan Down face powder). *t*
Texas Co., New York (Texaco gasoline). *n,sp,t*
Wayside Gardens Co., Menton, O. (nurseries). *sp*
The Thomas Co., Chicago (hair restorer). *sa,t*
Thomson & Taylor Co., Chicago (root beer extracts).
John R. Thompson Co., Chicago (restaurants). *sp*
Thompson Products, Inc., Cleveland (automotive parts).
Thorobread Co., Cincinnati (animal foods).
Threads, Inc., Gastonia, N. C. (spool thread). *sp*
Three Minute Cereals Co., Cedar Rapids, Ia. (oat flakes).
Dr. G. H. Tichenor Antiseptic Co., New Orleans (antiseptic). *t*
Tide Water Oil Sales Corp., New York (Veedol & Tydol). *n*
Tiger Coal Co., Kansas City (coal). *sa*
Tillamook County Creamery Ass'n., Tallamook, Ore. (dairy products). *n*
Time, Inc., New York (Time magazine). *n*
Timken Silent Automatic Co., Detroit (oil burners). *sp,t*
Tobey Polish Co., Inc., Geneva, N. Y. (furniture polish).
Toma, Inc., Ligonier, Pa. (stomach remedy). *sa*
Tone Bros. Coffee & Spice Co., Des Moines (Old Golden coffee).
Torridaire Company, Boston (heating pads).
Touraine Co., Boston (Vigor yeast).
Tradehome Shoe Stores, St. Paul (chain shoe stores). *sa*
Trainer Brewing Co., Philadelphia (brewers).
H. Traiser & Co., Boston (Pippin & Harvard cigars).
B. F. Trappey's Sons, Inc., New Iberia, La. (canned foods). *sa*
Triad Mfg. Co., Inc., Pawtucket, R. I. (radio tubes).
Tricold Refrigerator Corp., Buffalo (household refrigeration).
Joseph Triner, Inc., Chicago (wines). *sp*
Tromite Corp., New York (water softener).
Tropic-Aire, Inc., Minneapolis (auto heater).
Truly Warner Stores, New York (men's hats, etc.).
Trupar Mfg. Co., Dayton (Mayflower electrical refrigerators).
J. A. Tumbler Laboratories, Baltimore (auto & furniture polish). *t*
Tung-Sol Lamp Works, Newark (miniature lamps, radio tubes).

U

Underwood-Elliott-Fisher Co., New York (office equipment). *n*
Union Central Life Insurance Co., Cincinnati. *n*
Union Fork & Hoe Co., Columbus, O. (gardening utensils). *sp*
Union Oil Co., of Calif., Los Angeles (Aristo oil).
Union Pacific System, Omaha (rail transportation). *sp,sa,t*
United Air Lines, Chicago (air transportation). *sp,t*
United American Bosch Corp., Springfield, Mass. (auto horns, radios). *n*
United Bakeries, Inc., San Francisco. *sp*
United Drug Co., Boston (Rexall and Puretest drug products). *n,rn,sa,t*
United Remedies, Inc., Chicago (Germania tea, Acidine, Kolor-Bak, etc.). *sp,sa,t*
United States Gutta Percha Paint Co., Providence, R. I. (Barreled sunlight paints). *sa,t*
United States Industrial Alcohol Co., New York (Super Pyro).
United Playing Card Co., Cincinnati (Congress & Bicycle cards).
United States Rubber Co., New York (tires).
United States School of Music, New York (musical instruction). *sp,t*
United States Tobacco Co., New York (Dill's mixture). *n*
Universal Manufacturers Distributors, Inc., Chicago (bandages).
Universal Mills, Inc., Fort Worth (Red Chain feeds).
Utah Oil Refining Co., Salt Lake City (New Pep 88 gas). *sp*

V

Vadsco Sales Corp., New York (Tarrants Seltzer Aperient). *n,sp*
Valentine & Co., New York (Valspar varnish).
Valier & Spier Milling Co., St. Louis (Dainty flour).
Valvoline Oil Co., Cincinnati.
Vanity Fair Silk Hosiery, Reading, Pa. (hosiery).
Van Camp Sea Food Co., Terminal Island, Calif. *n*
G. W. & Horton Van Slyke, Albany (Peter Schuyler cigars).
Angela Varona, New York (toilet preparations).
Velogen, Inc., New York (hand lotion).
Velvetina Co., Omaha (cosmetics).
Venida Co., New York (Venida hair nets). *t*
Verkamp Corp., Cincinnati (Philgas). *sa*
Vick Chemical Co., New York (Vick's Voratone & Vaporub). *n,sa*
Virginia Dare Extract Co., Brooklyn (White Doe wines). *sp*
Vita Con Co., Boston (Vita Contablets). *rn*
Vitrolite Co., Chicago (marble substitute).
V. Viviano & Bros. Macaroni Mfg. Co., St. Louis. *sa*
Vogeler Brothers, Newark (mayonnaise). *sa*

W

Wadhams Oil Co., Milwaukee (gas & oil).
Wagner Electric Corp., St. Louis (electric motors).
Wahl Company, Chicago (Eversharp pencils).
Waitt & Bond, Newark (Blackstone & Recollection cigars).
Waldorf-Astoria Hotel, New York.
Walgreen Co., Chicago (chain drug stores). *sp,sa*
Ely Walker & Co., St. Louis (fabrics). *n*
Walker Remedy Co., Waterloo, Iowa (Walko poultry remedy). *sa*
R. Wallace & Sons Mfg. Co., Wallingford, Conn. (silverware).
John Wanamaker, New York (Silver King golf balls). *sp*
Wander Co., Chicago (Ovaltine). *s*
Ward Baking Corp., New York (Ward baking products). *n*
W. R. Warner Co., New York (Sloan's and Vince). *n,t*
Warren Northam Corp., New York (Cutex, Odorono). *n*
Warshawsky & Co., Chicago (auto accessories).
Wasey Products, Inc., New York (Zemo, Musterole, Barbasol, Kremi, etc.). *n*
Washoff Co., Salt Lake City (face cream). *n,sp*
Watchtower Bible Society, Brooklyn (Judge Rutherford's talks). *rn,sp,t*
Waters-Genter Co., Minneapolis (toastmaster). *sa,t*
R. L. Watkins Co., New York (Dr. Lyons toothpaste). *n,sp,t*
Watson Co., Attelboro, Mass. (silversmiths). *sp*
Waverly Oil Works Co., Pittsburgh (Penn-Wave oils).
Wayne Knitting Mills, Fort Wayne, Ind. *sa*
Weber Baking Co., Los Angeles. *sp*
Webster Eisenlohr, Inc., New York (Girard cigars). *sp*
D. Weeks & Co., Des Moines, Ia. (proprietary remedy).
Weeping Mineral Crystals Co., Milwaukee. *sa*
Weinberg Bros., Chicago (produce). *sa*
Weisbrod & Hess Brewery Co., Philadelphia.
Welch Grape Juice Co., Westfield, N. Y. (grape juice). *n,sa,t*
Wesson Oil & Snowdrift Co., Inc., New Orleans (Wesson salad oil, etc.). *n,rn,sa*
West End Brewing Co., Utica, N. Y. (Utica Club beer).
Westgate Sea Products Co., San Diego (tuna fish). *sp,sa*
Western Cartridge Co., E. Alton, Ill.
Western Co., Chicago (Dr. West tooth powder). *n,sa*
Western Clock Co., La Salle, Ill. (Westclox, Big Ben). *n,sp,t*
Western Dairy Products Co., Seattle. *sa*
Western Grocery Co., Marshalltown, Ia. (Jack Spratt foods). *sp*
Western States Grocery Co., Oakland, Calif. (Brown Derby beer). *n*
Western Union, Milwaukee. *sa*

Wide Variance Is Shown In Effects Of Depression On Retail Business

WHILE a decline of 47.7 per cent in retail sales in the United States is recorded for 1933 in the Census of American Business as compared with 1929, the effect of the depression as reflected in retail sales was felt much less in some states than in others, reports the U. S. Census Bureau. A comparison of the preliminary returns recently issued by the Census Bureau shows that the percentage decline ranged from 30.1 per cent for the District of Columbia to 66 per cent in Mississippi, with 22 states and the District of Columbia showing a decline of less than the U. S. average.

The number of retail stores in operation dropped only 1.5 per cent in the four-year period, and in 22 states the number actually increased. Other information yet to be compiled by the Census Bureau will show whether the depression was felt more in rural or urban areas, and how individual trades fared.

These figures offer the first comparisons available to sales managers to check their sales curves, and marketing executives have indicated that one of the major values of the new retail census lies in the opportunity that it gives business to correct its market analysis of the last few years against the facts now known.

The table below shows the volume of 1933 sales and the percentage decline from 1929 to 1933 in retail sales for each state and geographical section of the country:

PERCENTAGE CHANGE IN RETAIL SALES, 1929-1933

(000 *Omitted—States Ranked According to Per Cent of Loss in Sales*)

States	Per Cent Decline in Sales	Total Sales 1933
Dist. of Columbia	30.1	$ 234,949
South Carolina	38.3	185,176
Maryland	38.8	378,869
New Hampshire	40.0	110,480
Maine	40.3	183,551
Virginia	40.4	357,889
Massachusetts	41.1	1,210,895
Rhode Island	41.8	185,173
Florida	42.9	288,227
New York	43.3	4,005,615
California	43.4	1,816,793
Nevada	43.7	28,391
Delaware	43.9	58,057
North Carolina	44.4	363,207
Minnesota	44.4	584,412
Connecticut	44.5	426,183
Georgia	44.6	301,801
Louisiana	44.7	263,542
New Jersey	45.1	1,011,279
Washington	45.3	416,490
West Virginia	45.5	244,163
Wyoming	46.1	55,788
Pennsylvania	47.0	2,014,402
Missouri	47.7	757,051
U. S. AVERAGE	47.7	
Kentucky	48.0	305,491
Idaho	48.4	87,322
Tennessee	48.6	330,862
Vermont	48.8	77,833
Colorado	49.5	235,749
Wisconsin	50.0	618,649
North Dakota	50.3	107,905
Ohio	50.5	1,417,109
Iowa	50.7	479,223
Oregon	50.8	224,288
Nebraska	51.1	275,463
Utah	51.7	94,884
Michigan	51.9	1,069,872
Alabama	52.6	277,409
Texas	53.1	959,029
Indiana	53.4	569,080
Illinois	53.4	1,727,407
Montana	54.4	111,162
New Mexico	55.3	53,527
Kansas	55.9	327,997
Arkansas	56.7	179,284
Oklahoma	56.8	343,495
South Dakota	58.5	105,951
Arizona	61.7	76,147
Mississippi	66.0	140,869
GEOGRAPHICAL DIVISIONS		
South Atlantic	41.4	2,462,336
New England	42.0	2,194,126
Pacific	44.5	2,457,571
Middle Atlantic	44.7	7,031,296
W. North Central	49.9	2,638,002
Mountain	52.0	743,000
E. North Central	52.0	5,402,117
E. South Central	52.7	1,026,914
W. South Central	53.2	1,745,350

Directory of Transcription and Recording Producers* . . .

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	OFFICES	MANAGER
American Foundation for the Blind	New York	125 East 46th St.	Wickersham 2-3720	Main	J. O. Kleber
Broadcast Producers of N. Y., Inc.	New York	501 Madison Ave.	Murray Hill 2-9745	Main	George W. Dan Junas
Brunswick Radio Corp.	New York	321 W. 44th St.	Chickering 4-2200	Plant	K. R. Smith
" " "	New York	799 7th Ave.	Chickering 4-2200	Main	K. R. Smith
" " "	Chicago	666 Lake Shore Dr.	Delaware 8800	Branch	Girard Ellis
Byers Recording Laboratory, Inc.	New York	1780 Broadway	Circle 7-1831	Main	Scott Howe Bowen
Capital Sound Studios	New York	29 West 57th St.	Plaza 3-1322	Main	
Columbia Phonograph Co.	New York	55 5th Ave.	Tompkins Sq. 6-5200	Main	
Continental Broadcasting Corp.	Hollywood	Hollywood Plaza Hotel	Gladstone 1131	Main	H. N. Ayres
Decca Records Inc.	New York	799 7th Ave.	Columbus 5-0869	Main	Justin Ring
" " "	Chicago	666 Lake Shore		Branch	R. F. Voynow
" " "	Oakland, Cal.	7541 May Ave.		Branch	A. J. Perry
Electro-Vox (Air-Chek)	Los Angeles	2420 West 7th	Drexel 7146	Main	Bert B. Gottschalk
Famar Recording System	Hollywood	5652 Hollywood Blvd.	Granite 2903	Main	Frank Marsales
Freeman Lang Studios	Los Angeles	1357 N. Gordon St.	Hempstead 2131	Main	Freeman Lang
Gennett Recording Co.	Richmond, Ind.			Main	
" " "	New York	729 7th Ave.	Bryant 9-5543	Branch	Thos. J. Valentino
" " "	Los Angeles	1344 Flower St.		Branch	
Jean V. Grombach Inc.	New York	113 West 57th St.	Circle 7-6900	Main	Jean V. Grombach
MacGregor & Sollie Inc.	San Francisco	865 Mission St.	Sutter 6400	Main	C. P. MacGregor
" " "	Glendale, Calif.	1626 Ard Eevin Ave.		Branch	Wm. H. Wright
Marsh Laboratories Inc.	Chicago	306 S. Wabash	Webster 7288	Main	
R. U. McIntosh & Associates	Los Angeles	2614½ W. 7th St.	Federal 2074	Main	
" " "	Kansas City	912 Biltmore Ave.	Victor 9400	Branch	
Mid-West Broadcasting Co., Inc.	Minneapolis	24 South 7th St.		Main	H. D. Finkelstein
National Recording Studios	Washington, D. C.	National Press Bldg.	National 7847	Main	Lewis Windmuller
Otto K. Oleson Co. Ltd.	Hollywood	1560 N. Vine St.	Gladstone 5198	Main	Joseph G. Catanich
Radio Transcription Co., of America., Ltd.	Hollywood	1357 N. Gordon St.	Hempstead 2131	Main	Freeman Lang
" " " " "	Chicago	666 Lake Shore Dr.	Delaware 2325	Branch	Chas. C. Pyle
" " " " "	New York	RKO Building	Circle 7-2999	Branch	Geo. H. Field
RCA Victor Co., Inc.	Camden, N. J.			Main	
" " " "	New York	411 5th Ave.	Ashland 4-7605	Branch	Frank B. Walker
" " " "	Chicago	1143 Merchandise Mart	Franklin 8900	Branch	E. W. Young
" " " "	Hollywood	1016 N. Sycamore	Hillside 5171	Branch	W. Arthur Rush
Recordings, Inc.	Los Angeles	5505 Melrose Ave.	Gladstone 6412	Main	
Titan Production Co., Inc.	New York	1457 Broadway	Murray Hill 2-4699	Main	
" " " "	Chicago	6 N. Michigan	State 3153	Branch	M. M. Blink
Universal Radio Products	Chicago	6 N. Michigan	State 3153	Main	M. M. Blink
World Broadcasting System, Inc.	New York	502 W. 57th St.	Circle 7-7530	Main	Percy L. Deutsch
" " " "	Los Angeles	555 S. Flower St.	Mutual 5777	Branch	Pat Campbell
" " " "	Chicago	400 W. Madison St.	State 3828	Branch	A. J. Kendrick
World Broadcasting System of Australia	Sidney, Australia			Ind.	M. Bennett

** Only companies reporting their own manufacturing plants listed.*

Westinghouse Electric & Mfg. Co., East Pittsburgh (electrical appliances).
Paul Westphal, New York (hair tonic).
Wheatena Co., Rahway, N. J. (Wheatena cereal). *n*
White Eagle Oil Corp., Kansas City (gasoline & oil). *sa*
White Seal Laboratories, Inc., Grand Rapids, Mich. (Mint-O-Lene).
White Star Refining Co., Detroit. *sp*
Whitestone Management Co., Chicago (Drake & Blackstone Hotels).
Stephen F. Whitman & Son, Philadelphia (Whitman's chocolates).
Geo. F. Wiemann Co., New York (Invitation coffee).
Wilbert Products Co., New York (Ammonia-Javex). *n,sp*
Wildroot Co., Inc., Buffalo (hair tonic). *n,sp*
Will & Baumer Candles Co., Inc., Syracuse (candles).
Willard Tablet Co., Chicago (proprietary). *sp,sa,t*
J. B. Williams Co., Glastonbury, Conn. (shaving soap & toilet prep.).
Williams & Carleton Co., E. Hartford, Conn. (root beer extract). *sa*
Williams Oil-O-Matic Heating Corp., Bloomington, Ill. (oil heaters). *sa*
Williamson Candy Co., Chicago (Oh Henry candy bars).
Willys-Overland, Inc., Toledo (motor cars).
Wilshire Oil Co., Los Angeles. *sp*
Wilson Lines, Baltimore (steamship travel). *t*
Wilson Oil Co., New Orleans (cooking oil). *n*
Wine Trading Co., Los Angeles. *sp*
John Winter & Co., Inc., Red Lion, Pa. (cigars).
Wojtasinski Drug Co., Boston (Katro-Lek). *rn*
John H. Woodbury Co., Cincinnati (soap). *n*
Worcester Salt Co., New York (Iodized table salt). *n*
Wrigley Pharmaceutical Co., Atlantic City, N. J. (Spearmint toothpaste). *t*
Wm. Wrigley, Jr., Co., Chicago (Spearmint chewing gum). *n*
Rudolph Wurlitzer Co., Cincinnati (musical instruments). *sa*
Wyeth Chemical Co., New York (Jad Salts, Bi-So-Dol). *n*

Y

Yakima Peach Growers Council, Yakima, Wash.
Yeast-Caps, Inc., Chicago. *sp*
Yeast-Vite, Inc., Niagara Falls, N. Y. (yeast tablets). *sa*
W. F. Young, Inc., Springfield, Mass. (Absorbine, Jr.). *sp*
J. Leslie Younghusband Interests, Chicago (Tattoo lipstick).

Z

Zerbst Pharmacal Co., St. Joseph, Mo. (capsules). *sa*
Zinsmaster Baking Co., Minneapolis (bread).
Zonite Products Corp., New York (Zonite, Forhans toothpaste).
Zoro Co., Chicago (Zorex moth cakes).

XUM

WORLD PROG

104 STATIONS GIVE ACCE

This new way to broadcast enables you to apportion your radio advertising in accordance with your sales in each market. It makes radio economical and flexible to use in a way that it has never been before.

WORLD BROADCASTING SYSTEM, INC

50 WEST 57th STREET, NEW YORK, N. Y.

Offices and Recording Studios at

400 West Madison Street, Chicago, Ill. **1040 North Las Palmas Avenue, Hollywood, Cal.**

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee

XUM

GRAM SERVICE

ACCESS TO EVERY MARKET CENTER

You can put topnotch progams on the air without delay and with a few dollars.

ALSO

KGMB Honolulu, Hawaii

2 GB Sidney, Australia

One hundred and four stations are associated in this unusual service to advertisers. It overcomes obstacles which have hitherto stood in the way of many advertisers who have wanted to use radio. You are invited to investigate. Auditions will gladly be arranged at a World office or at the member station nearest to you.

● *If you plan to attend the National Association of Broadcasters Convention (Cincinnati, Ohio, September, 16-19,) you are cordially invited to attend a demonstration of the new Western Electric Wide Range Recording, as used exclusively by the World Program Service.*

INC.

Directory of Broadcasting Station Representatives . . .

NAME OF COMPANY	OFFICE	CITY	ADDRESS	TELEPHONE NO.	MANAGER	STATIONS REPRESENTED
Hibbard Ayer	Main	New York	30 Rockefeller Plaza	Circle 7-1178	Hibbard Ayer	WHEC, Rochester; WESG, Elmira, N. Y.; WNBF, Binghamton, N. Y.; WDEL, Wilmington, Del.; WILM, Wilmington, Del.; WGAL, Lancaster, Pa.; WORK, York, Pa.; WAZL, Hazleton, Pa.; WRAK, Williamsport, Pa.
Walter Biddick Co.	Main	Los Angeles	Chamber of Commerce Bldg.	Richmond 6184	Walter Biddick	KSUN, Bisbee, Ariz.; KGAR, Tucson, Ariz.; KUMA, Yuma, Ariz.; KUOA, Fayetteville, Ark.; KXO, El Centro, Cal.; KGFJ, Los Angeles; KTM, Los Angeles; KQW, San Jose, Cal.; KREG, Santa Ana, Cal.; KGDM, Stockton, Cal.; KWG, Stockton, Cal.; KGIR, Butte, Mont.; KGVO, Missoula, Mont.; KOB, Albuquerque, N.M.; WLBW, Erie, Pa.; WPRO, Providence, R.I.; WREC, Memphis; KFDM, Beaumont, Tex.; WPHR, Petersburg, Va.; KFBL, Everett, Wash.; KPCB, Seattle; KRSC, Seattle; KFPY, Spokane, Wash.; KUJ, Walla Walla, Wash.; KFQD, Anchorage, Alaska; KGMB, Honolulu
Walter Biddick Co.	Branch	San Francisco	601 Russ Bldg.	Sutter 5415	Ken Boucher	
Walter Biddick Co.	Branch	Seattle	3326 Stuart Bldg.	Elliott 6662	H. E. Pearce	
Walter Biddick Co.	Branch	Denver	619 Charles Bldg.	Keystone 6028	G. T. Ripley	
Scott Howe Bowen, Inc.	Main	New York	Chrysler Bldg.	Vanderbilt 3-3424	Scott Howe Bowen	
*Capper Publications	Main	Topeka, Kan.	8th & Jackson St.	Topeka 6461	Don Searle	WIBW, Topeka, Kan.
Conquest Alliance Co.	Main	New York	515 Madison Ave.	Plaza 3-5650	C. H. Venner, Jr.	**Argentina:** LR4, LS3, Buenos Aires; LS5, LT1, Rosario; LU2 Bahio Blanca; LV2 Cordoba. **Dominican Republic:** HIX, Santo Domingo. **Cuba:** CMC, CMK, Havana; CMHJ, Cienfuegos; CMHD, Caibarien; CMJK, Camaguey; CMKC, Santiago. **Chile:** CE32, CE114, Santiago; CE117, Valparaiso. **Puerto Rico:** WKAQ, San Juan. **Uruguay:** CX26, Montevideo. **Columbia:** HKF, Bogota. **Peru:** OAX, Lima. **Venezuela:** YVIRC, Caracas. **Hawaii:** KGMB, Honolulu. **Costa Rica:** TIEP, TIGP, San Jose. **Philippine Is.:** KZEG, KZRM, Manila. **Ecuador:** HC2JB, Guayaquil, HCJB, Quito.
Conquest Alliance Co.	Branch	Chicago	100 N. La Salle St.	State 4357	Fred R. Jones	
Conquest Alliance Co.	Branch	San Juan, P.R.	Ochoa Bldg.	San Juan 630	Walter Stiehl	
Conquest Alliance Co.	Branch	Mexico City	Buen Tono 9	Mex. L-7820	C. C. Velasco	
Conquest Alliance Co.	Branch	Buenos Aires	Sarmiento 559	Retiro 0064	C. Deges	
Conquest Alliance Co.	Branch	Rio de Janeiro	Ave. Atlantica 326	2-8339	R. Constantinesco	
Conquest Alliance Co.	Branch	London, W.I.	11 Hallam St.	Langhana 1221		
Cox & Tanz	Main	Philadelphia	Drexel Bldg.	Lombard 1720	Eugene R. Tanz	See Footnote A.
Cox & Tanz	Branch	New York	535 5th Ave.	Murray Hill 2-8284	A. P. Cox	
Dillon & Kirk	Main	Kansas City	Nat'l Fidelity Life Bldg.	Harrison 1023	Julian Kirk	
Free & Sleininger, Inc.	Main	Chicago	180 N. Michigan	Franklin 6373	C. L. Sleininger	WOC-WHO, Des Moines; WGR-WKBW, Buffalo; WHK, Cleveland; WIND, Gary, Ind.; WJJD, Chicago; WAIU, Columbus, O.; WDAY, Fargo, N.D.; WKZO, Kalamazoo, Mich.; WHB, Kansas City; KFAB, Lincoln-Omaha, Neb.; WAVE, Louisville; WTCN, Minneapolis; KOIL, Omaha, Neb.; WMBD, Peoria, Ill.; CKLW, Windsor, Ont.
Free & Sleininger, Inc.	Branch	New York	Chrysler Bldg.	Murray Hill 2-3030	H. Preston Peters	
Free & Sleininger, Inc.	Branch	Denver	Charles Bldg.	Keystone 6028	G. T. Ripley	
Free & Sleininger, Inc.	Branch	San Francisco	Russ Bldg.	Sutter 5415	Kenneth Boucher	
Free & Sleininger, Inc.	Branch	Seattle	Stuart Bldg.	Elliott 6662	H. E. Pearce	
Free & Sleininger, Inc.	Branch	Los Angeles	Chamber of Commerce Bldg.	Richmond 6184	Walter Biddick	
Greig Blair & Spight, Inc.	Main	New York	342 Madison Ave.	Murray Hill 2-6084	H. J. Greig	KNX, Los Angeles; KDYL, Salt Lake City; KFSD, San Diego; KTAR, Phoenix; KSTP, St. Paul; KWK, St. Louis; KSO, Des Moines; WGN, Chicago; WBNS, Columbus, O.; WHBF, Rock Island, Ill.; WKBF, Indianapolis; WOW, Omaha; WWJ, Detroit; WWNC, Asheville, N.C.; WREN, Kansas City, Mo.
Greig Blair & Spight, Inc.	Branch	Chicago	520 N. Michigan Ave.	Superior 8665	John P. Blair	
Greig Blair & Spight, Inc.	Branch	Detroit	New Center Bldg.		J. Curtis Willson	
Greig Blair & Spight, Inc.	Branch	San Francisco	485 California St.	Douglas 3188	Lindsey Spight	
Greig Blair & Spight, Inc.	Branch	Los Angeles	843 Bendix Bldg.	Tucker 1824		
Kasper Gordon Studios	Main	Boston	140 Boylston St.	Devonshire 7357-8	Edwin H. Kasper	See Footnote B.
*E. Kats Special Advertising Agency	Main	New York	500 Fifth Ave.	Longacre 5-4595	G. W. Brett	WKY, Oklahoma City; KGU, Honolulu
G. W. McElhiney, Jr.	Main	St. Louis	Railway Exchange Bldg.	Chestnut 7111	G. W. McElhiney, Jr.	WLW, Cincinnati; WLS, Chicago; KREG Santa Ana, Calif.; WLBC, Muncie, Ind.; KGNO, Dodge City, Ia.
Joseph McGillvra	Main	New York	485 Madison Ave.	Plaza 3-3377	Joseph McGillvra	CKLW, Detroit; WSPD, Toledo; WWVA, Wheeling, W. Va.; WLBW, Erie, Pa.; KFPY, Spokane, Wash.; CFRB, Toronto; CKAC, Montreal
Joseph McGillvra	Branch	Chicago	919 N. Michigan Ave.	Superior 6305	John K. Kettlewell	
J. P. McKinney	Main	New York	30 Rockefeller Plaza	Circle 7-1178	R. H. McKinney	WHEC, Rochester, N.Y.; WRAK, Williamsport, Pa.; WESG, Elmira, N.Y.
J. P. McKinney	Branch	Chicago	400 N. Michigan Ave.	Superior 9866	J. J. McConnell	
J. P. McKinney	Branch	San Francisco	742 Market St.		Thomas L. Emory	
NBC Local Sales	Main	New York	30 Rockefeller Plaza	Circle 7-8300	Don Shaw	
NBC Local Sales	Branch	Chicago	Merchandise Mart	Superior 8300	K. Carpenter	
NBC Local Sales	Branch	San Francisco	111 Sutter St.	Sutter 1920	H. F. Anderson	
NBC Local Sales	Branch	Washington	Press Bldg.	National 8000	Vincent F. Callahan	
NBC Local Sales	Branch	Boston	Hotel Bradford	Liberty 1122	W. S. Meyers	
NBC Local Sales	Branch	Pittsburgh	Wm. Penn Hotel		A. L. Hasenbalg	
NBC Local Sales	Branch	Cleveland	1367 East 6th St.	Cherry 0942	D. G. Stratton	
NBC Local Sales	Branch	Schenectady	1 River Road	Schenectady 4-2211	Leighton Winslow	
NBC Local Sales	Branch	Denver	1370 Krameria St.	York 5090	A. E. Nelson	
Edward Petry & Co., Inc.	Main	New York	17 East 42nd St.	Murray Hill 2-3850	Henry I. Christal	WSB, Atlanta; WFBR, Baltimore; WBRC, Birmingham; WBEN, Buffalo; WGAR, Cleveland; WFAA, Dallas; KLZ, Denver; WJR, Detroit; WBAP, Fort Worth; KTHS, Hot Springs, Ark.; KPRC, Houston; WFBM, Indianapolis; WDAF, Kansas City, Mo.; KECA, Los Angeles; KFI, Los Angeles; WHAS, Louisville; WIOD, Miami; WTMJ, Milwaukee; WSM, Nashville; WSMB, New Orleans; WTAR, Norfolk; KEX, Portland, Ore.; KGW, Portland, Ore.; KSD, St. Louis; KSL, Salt Lake City; WOAI, San Antonio; KJR, Seattle; KOMO, Seattle; KTBS, Shreveport, La.; KGA, Spokane; KHQ, Spokane; WDAE, Tampa; KVOO, Tulsa; KFH, Wichita, Kan.; WMCA, New York; The Yankee Network
Edward Petry & Co., Inc.	Branch	Chicago	400 North Michigan Ave.	Superior 7742	Edward Voynow	
Edward Petry & Co., Inc.	Branch	Detroit	General Motors Bldg.	Madison 1035	Joseph R. Spadea	
Edward Petry & Co., Inc.	Branch	San Francisco	865 Mission St.	Sutter 6400	C. P. Mac Gregor	
Radio Broadcasting Co.	Main	Boston	Statler Bldg.	Hubbard 1329	James F. Fay	WOR, Newark, N.J.; WTIC, Hartford, Conn.; WJAR, Providence, R.I.; WTAG, Worcester, Mass.; WOKO, Albany, N.Y.; WSYR, Syracuse, N.Y.; WBAL, Baltimore; WCAU, Philadelphia; WCSH, Portland, Me.; WLW, Cincinnati; WRVA, Richmond, Va.; KFAB, Lincoln, Neb.
Radio Publicity, Inc.	Main	Chicago	203 N. Wabash Ave.	Andover 3479		See Footnote C
Radio Sales, Inc. (CBS)	Main	New York	485 Madison Ave.	Wickersham 2-2000	C. M. Stark	WABC, New York; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis; WJSV, Washington, D.C.; WKRC, Cincinnati; WBT, Charlotte, N.C.; WFC, Atlantic City; KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; WFBL, Syracuse; Don Lee California Network
Radio Sales, Inc. (CBS)	Branch	Chicago	410 N. Michigan Ave.	Whitehall 6000	William Williamson	
Radio Sales, Inc. (CBS)	Branch	Detroit	Fisher Building	Trinity 2-3777	H. A. Carlborg	
Paul Raymer Co.	Main	New York	205 East 42nd St.	Murray Hill 4-0657	Paul Raymer	KSTP, St. Paul; WCAO, Baltimore; WSYR, Syracuse, N.Y.; WCAE, Pittsburgh; WGST, Atlanta; WDOD, Chattanooga, Tenn.; WDSU, New Orleans; KYA, San Francisco; KYW, Chicago; WISN-WHAD, Milwaukee; WRVA, Richmond, Va.; WINS, New York
Paul Raymer Co.	Branch	Chicago	Tribune Tower	Superior 1308	Nathan G. Obsourne	
Paul Raymer Co.	Branch	San Francisco	Russ Bldg.	Exbrook 1158	Frank Whiting	
Virgil Reiter, Jr.	Main	Chicago	Wrigley Bldg.	Superior 3426	Virgil Reiter, Jr.	WLW, Cincinnati; WSAI, Cincinnati; WCAU, Philadelphia
Bob Roberts & Associates	Main	San Francisco	26 O'Farrell St.	Douglas 7894	Bob Roberts	CKLW, Windsor, Ont.; WSPD, Toledo, O.; WDBJ, Roanoke, Va.; WBCM, Vay City, Mich.; KFJI, Klamath Falls, Ore.
A. T. Sears & Sons, Inc.	Main	Chicago	520 N. Michigan Ave.	Superior 8177		
Joseph J. Weed	Main	New York	220 E. 42nd St.	Vanderbilt 3-3648	Joseph J. Weed	New England Network; WEEI, Boston; WCSH, Portland, Me.; WTIC, Hartford; WTAG, Worcester; WJAR, Providence
Joseph J. Weed	Branch	Chicago	203 N. Wabash Ave.	Randolph 7730	C. C. Weed	

*Primarily newspaper representatives handling also accounts of its radio stations through this and branch offices; WKY is owned by the Oklahoma City Daily Oklahoman & Times, KGU by the Honolulu Advertiser.

FOOTNOTE A WSGN, Birmingham; WNRA, Muscle Shoals, Ala.; WALA, Mobile, Ala.; KUMA, Yuma, Ariz.; KTAR, Phoenix, Ariz.; KBTM, Jonesboro, Ark.; KARK, Little Rock, Ark.; KUOA, Fayetteville, Ark.; KERN, Bakersfield, Cal.; KGEK, Yuma, Colo.; KFEL, Denver; WOL, Washington, D.C.; WFLA, Clearwater, Fla.; WCOA, Pensecola, Fla.; WTFI, Athens, Ga.; WMAZ, Macon, Ga.; WRBL, Columbus, Ga.; KID, Idaho Falls, Ida.; KIDO, Boise, Idaho; WJBC, La Salle, Ill.; WDZ, Tucola, Ill.; WCFL, Chicago; WTAX, Springfield, Ill.; WEBQ, Harrisburg, Ill.; WTRC, Elhkart, Ind.; WHBU, Anderson, Ind.; KGGF, Coffeyville, Kan.; KMLB, Monroe, La.; WWL, New Orleans; KRMD, Shreveport, La.; WAGM, Presque Isle, Me.; WCAO, Baltimore; WJEJ, Hagerstown, Md.; WSAR, Fall River, Mass.; WBCM, Bay City, Mich.; WFDF, Flint, Mich.; WBEO, Marquette, Mich.; KGDE, Fergus Falls, Minn.; WCOC, Meridan, Miss.; WJDX, Jackson, Miss.; KFRU, Columbia, Mo.; KGVO, Missoula, Mont.; KGBZ, York, Neb.; WCAP, Asbury Park, N.J.; WJBI, Red Bank, N.J.; WHOM, Jersey City, N.J.; WTNJ, Trenton, N.J.; KOB, Albuquerque, N.M.; WOKO, Albany, N.Y.; WMBO, Auburn, N.Y.; WSYR, Syracuse, N.Y.; WFAS, White Plains, N.Y.; WCNW, Brooklyn, N.Y.; WSOC, Charlotte, N.C.; KFYR, Bismark, N.D.; WSAI, Cincinnati; WSEN, Columbus, O.; KASA, Elk City, Okla.; KFXR, Oklahoma City; KMED, Medford, Ore.; KFJI, Klamath Falls, Ore.; KOOS, Marshfield, Ore.; KORE, Eugene, Ore.; WFI, Philadelphia; WLIT, Philadelphia; WKJC, Lancaster, Pa.; WHP, Harrisburg, Pa.; WRAK, Williamsport, Pa.; WFBG, Altoona, Pa.; WBRE, Wilkes-Barre, Pa.; WGBI, Scranton, Pa.; WWSW, Pittsburg; WKOK, Sunbury, Pa.; WCBA-WSAN, Allentown, Pa.; WJAC, Johnstown, Pa.; WPRO, Providence, R.I.; WSPA, Spartenburg, S.C.; WIS, Columbia, S.C.; WCSC, Charleston, S.C.; WNAX, Yankton, S.D.; KSOO, Sioux City, S.D.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WHBQ, Memphis; WDAG, Amarillo, Tex.; KXYZ, Houston, Tex.; KGKB, Tyler, Tex.; WSYB, Rutland, Vt.; WQDM, St. Albans, Vt.; WNBX, Springfield, Vt.; WDBJ, Roanoke, Va.; WEHC, Charlottesville, Va.; KUJ, Walla Walla, Wash.; KIT, Yakima, Wash.; KVOS, Bellingham, Wash.; KPQ, Wenatchee, Wash.; KPCB, Seattle; KMO, Tacoma, Wash.; WIBA, Madison, Wis.; CHWC, Regina, Sask.; CHWK, Chilliwack, B.C.; CFCY, Charlottestown, P.E.I.; CKCR, Waterloo, Ont.; CFJC, Kamloops, B.C.; CJGX, Yorktown, Sask.; CKAC, Montreal; KGMB, Honolulu.

FOOTNOTE B WKZO, Kalamazoo, Mich.; WGES, Chicago; WBCM, Bay City, Mich.; KFBI, Abilene, Kan.; WLBF, Kansas City, Kan.; KGGF, Coffeyville, Kan.; WHBU, Anderson, Ind.; KBTM, Jonesville, Ark.; KGNF, North Platte, Nebr.; KPJM, Prescott, Ariz.; KFXM, San Bernadino, Cal.; KFEQ, St. Joseph, Mo.; WCBD, Waukegan, Ill.; KSUN, Bisbee, Ariz.; KUMA, Yuma, Ariz.; KVOA, Tuscon, Ariz.; KWYO, Sheridan, Wyo.; KRSC, Seattle; KGBU, Ketchikan, Alaska.

FOOTNOTE C XEPN, Eagle Pass, Tex.; WBEO, Marquette, Mich.; WBOW, Terre Haute, Ind.; WHBU, Anderson, Ind.; KFDM, Beaumont, Tex.; KSOO, Sioux Falls, S.D.; KGDE, Fergus Falls, Minn.; WBAX, Wilkes-Barre, Pa.; KFPL, Dublin, Tex.; WCLO, Janesville, Wis.; KWBH, La Crosse, Wis.; KUOA, Fayetteville, Ark.; KGGF, Coffeyville, Kan.; KGNF, North Platte, Nebr.; WCOC, Meridian, Miss.; KRMD, Shreveport, La.; WHBC, Canton, O.; WJAG, Norfolk, Nebr.; KFNF, Shenandoah, Ia.; WHBY, Green Bay, Wis.; WLBZ, Bangor, Me.; XENT, Laredo, Tex.

WGY

SCHENECTADY

50,000 WATTS

THERE'S ONLY ONE

WGY stands alone in the Great Northeast (Eastern and Central New York State and Western New England)—a rich market of more than 1⅔ billions of dollars annually, with per capita spendable money income 39% above the United States average. This 50,000 watt NBC station serves this entire market. Advertisers, large and small, are securing results through WGY.

Detailed information on rates, coverage and results can be obtained from the station or any of the offices listed below.

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK ★ WASHINGTON
WEAF & WJZ WRC & WMAL

CHICAGO ★ SAN FRANCISCO
WMAQ & WENR KPO, KGO & KYA

SALES REPRESENTATIVES AT

BOSTON · WBZ SPRINGFIELD, MASS. · WBZA
CLEVELAND · WTAM DENVER · KOA

SCHENECTADY · WGY PITTSBURGH · KDKA
PORTLAND, ORE. · KEX SPOKANE · KGA SEATTLE · KJR

A RADIO CORPORATION OF AMERICA SUBSIDIARY

Directory Of Special Radio Program Producers . . .

NAME OF COMPANY	OFFICES	CITY	ADDRESS	TELEPHONES	MANAGER	MANUFACTURER OF TRANSCRIPTIONS
Acme Broadcast Productions	Main	New York	1775 Broadway	Circle 7-0837	Henry C. Katsch	Capital Studio
Norman Alexandroff & Co.	Main	Chicago	Kimball Hall Bldg.	Webster 2123	Norman Alexandroff	
Allied Producers	Main	New York	125 W. 45th St.	Longacre 5-8679	G. C. Mack	World
American Radio Features Syndicate	Main	Los Angeles	555 S. Flower St.	Michigan 0759	F. C. Dehlquist	
Don Avlon's Greek Hour	Main	New York	433 W. 57th St.	Circle 7-2253	Don Avlon	
Norman Brokenshire Associates, Inc.	Main	New York	603 5th Ave.	Plaza 3-5959		
Brown-Miles, Inc.	Main	New York	Rockefeller Center	Circle 7-2996		
The Bruce Chapman Co.	Main	New York	RKO Bldg.	Circle 7-5768		
Cleveland B. Chase Co., Inc.	Main	New York	424 Madison Ave.	Wickersham 2-7044	Don Clark	World RCA Byers
Columbia Production Co.	Main	New York	1697 Broadway	Circle 7-4169		
Consolidated Radio Artists, Inc.	Main	New York	1619 Broadway	Columbia 5-4335		
Cosmopolitan Broadcasting Service, Inc.	Main	Brooklyn	1541 W. 9th St.	Beachview 2-0871	C. Israel Lutsisy	
Danube Broadcasting Service	Main	Chicago	1543 N. Larrabee	Mohawk 0916		
Nick Dawson's Radio Productions	Main	New York	19 E. 47th St.	Wickersham 2-5224		
Peter Dixon & Associates	Main	New York	St. Moritz Hotel	Wickersham 2-5800	Peter Dixon	
Earnshaw-Young, Inc.	Main	Los Angeles	714 W. 10th St.	Prospect 5055		Freeman Lang
" " "	Branch	New York	News Bldg.	Murray Hill 2-4514	L. D. Fernald	Freeman Lang
Joe Fields Co.	Main	New York	26 W. 47th St.	Longacre 5-8966		
First Nighter Corp.	Main	Chicago	535 W. Cornelia Ave.	Buckingham 4048		
General Broadcasting Co., Inc.	Main	New York	779 7th Ave.	Circle 7-6112	Raymond Soat	Brunswick
M. H. H. Joachin Co.	Main	New York	41 E. 42nd St.	Murray Hill 2-4134		
Leonard & Leonard	Main	New York	225 W. 46th St.	Chickering 4-2771		
Lillian Gordon Studios	Main	Chicago	721 N. Michigan Ave.	Delaware 9178	Lillian Gordon	World
" " "	Branch	New York	1600 Broadway		Bill Tracy	
Charles P. Hughes Productions, Inc.	Main	Chicago	535 W. Cornelia Ave.	Buckingham 4048	Charles P. Hughes	
Geo. C. Mack Co.	Main	New York	125 W. 45th St.	Longacre 5-8679		
James Matte, Inc.	Main	New York	1619 Broadway	Circle 7-6886		
McKnight & Jordan, Inc.	Main	New York	17 E. 49th St.	Eldorado 5-6110		
National Radio Production Co.	Main	Chicago	306 S. Wabash	Webster 2123		
Osborn & Souvaine, Inc.	Main	New York	30 Rockefeller Plaza	Circle 7-4715	Henry Souvaine	
Paramount Radio Production Co.	Main	Chicago	45 East Ohio St.	Superior 5829		
Playmakers Production Co.	Main	Chicago	620 N. Michigan Ave.	Delaware 1573	Doris Schreck	World
Radiocasting Guild, Inc.	Main	New York	19 W. 36th St.	Wisconsin 7-4151		
Radio Events	Main	New York	130 W. 42nd St.	Wisconsin 7-8848	J. M. Koehler	
Radioart Guild of America	Main	Los Angeles	122 S. Benton Way	Federal 4083	Ruth Clark	Recording Inc.
Radio Productions, Inc.	Main	Los Angeles	1709 W. 8th St.	Fitzroy 1267		Recording Inc.
Radio Release, Ltd.	Main	Hollywood	1025 N. Highland Ave.	Hempstead 2136		
Radiovox Commercial Studio	Main	New York	225 Lafayette Ave.	Canal 6-5388		
Rocke Productions, Inc.	Main	New York	1270 6th Ave.	Circle 7-7630		
Mary L. Shank	Main	New York	1619 Broadway	Columbus 5-4480		
Standard Radio Advertising Co.	Main	Hollywood	6425 Hollywood Blvd.	Hollywood 0315		Freeman Lang
" " " "	Branch	Chicago	6 N. Michigan Ave.	State 3153	M. M. Blink	RCA
Star Broadcasts	Main	New York	1775 Broadway		Barron Lewis	
Superior Radio Production Co.	Main	Chicago	721 N. Michigan	Delaware 9178		
Grace W. Towne	Main	New York	101 W. 55th St.	Circle 7-3548		
Universal Radio Productions Co.	Main	Chicago	6 N. Michigan Ave.	State 3153	M. M. Blink	
Roger White	Main	New York	RKO Bldg.	Circle 7-4943	Robt. Friendlich	
Winninger, McNamara, Culbertson, Inc.	Main	New York	515 Madison Ave.	Plaza 3-5026		
Leonard F. Winston Co.	Main	New York	11 W. 42nd St.	Longacre 5-6880	L. F. Winston	

Outstanding Programs of Special Radio Producers

Norman Alexandroff & Co:
"Arabian Nights."
"Condensed Grand Opera."

Allied Producers:
"Wildcat & Shorty."
"The Ghost Ship."

American Radio Feature Syndicate:
"Tarzan."

Don Avlon's Greek Hour:
"Echoes of Greece."

Nick Dawson's Radio Productions:
"The Magic Voice."
"Dangerous Paradise."

Cleveland B. Chase Co., Inc.:
"Philco Hour."
"Camel Program."
"Maxwell House."
"Wards Bread."
"Majestic Radio."
"Ivory Soap."
"Chipso Program."
"Sisters of the Skillet."
"Babe Ruth Sports Club."
"Robt. Burns Panatela Program.

Cosmopolitan Broadcasting Service, Inc.:
"The Dream Weaver."
"The Philosopher."

Peter Dixon & Associates:
"Raising Junior."

McKnight & Jordan, Inc.:
"Will Rogers-Gulf Refining."
"Warden Lawes."
"The Hall of Fame."
"Nonspi Love Story."
"Marx Bros.-American Oil."
"Charis Musical Review."

Earnshaw-Young, Inc.:
"Chandu."
"Black & Blue."

Charles P. Hughes Productions, Inc.:
"First Nighter."
"Talkie Picture Time."

Playmakers Production Co.:
"Pictures of Romance."
"The Mask Lady."

Radio Events:
"Nocturne."
"Hands Up."

Radio Guild of America:
"Robin Hood."

Standard Radio Advertising Co.:
"Sons of the Pioneers."

Star Broadcasts:
"Witches Tale."

Roger White:
"7-Star Revue."
"Fred Allen Revue."

THIS NEW STUDIO SPEECH INPUT EQUIPMENT

"has everything"

Fidelity

Quietness

Flexibility

Ruggedness

Accessibility of Parts

Wide Volume Range

High Load Capacity

Ease of Control

A. C. Operation

Low Maintenance

Rapid, Economical Installation

Attractive, Clean-Cut Appearance

Wide Application Range

Designed for Use with Dynamic Microphone

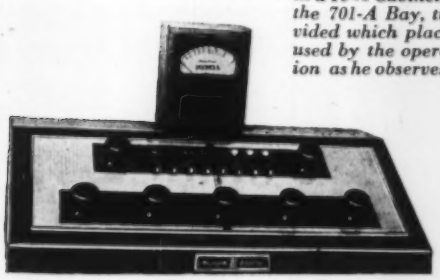
This equipment is of the most modern type—A. C. operated—and with flat frequency characteristic from 30 to above 10,000 cycles. Panels are flush mounted with apparatus concealed but easily accessible. Symmetrical design, with dark grey finish and chromium trim, lends itself admirably to the showroom aspect of front rank stations.

The Studio Bay (701-A) contains the amplifiers, and power supply for a single studio channel. It has flexible switching facilities; a volume indicator which closely follows the program envelope—as does the listener's ear; loud speaker communication between the monitoring operator and the studio occupants—invaluable for rehearsals and auditions; interchangeable line and monitoring amplifiers. Switching, mixing and gain controls may be located in the bay or separately as desired.

The Line Control Bay (702-A) centralizes the output of a number of Studio Bays and meets all the requirements for distribution, control and program switching between the studios, outside sources, and the transmitter or transmitters in stations of any size from the smallest to the network center.

For further details, write Graybar Electric, Graybar Building, New York, or telephone Graybar's nearest branch.

See this equipment at our exhibit in the Netherlands Plaza Hotel, Cincinnati, during the N. A. B. Convention, September 16-19.



When the 267-A Control Panel mounted in a 10-A Cabinet (5¾" high) is used with the 701-A Bay, turret operation is provided which places controls continually used by the operator near his line of vision as he observes the action in the studio.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

In Canada: Northern Electric Co., Ltd.

WGAR is only second in NORTHERN OHIO

Of course, we would like to be able to brag about leading the parade. It would give us a lot of satisfaction to give out factual evidence that WGAR is heard in more radio homes than any other Cleveland station. But somehow we take a great deal of pride in being only second in Northern Ohio. For less than four years' operation in Cleveland, it is a remarkable record to have outdistanced by wide margins all the rest of the field.

Of course, our rates are low enough for the big Cleveland million market and you get more listeners per dollar on WGAR than on the first station and while the third station charges approximately the same rates as WGAR, we offer a 50% greater audience.

The four Cleveland stations cooperatively sponsored a two-week telephone survey made by Benjamin Soby. Practically the entire day's schedule of broadcasting in Cleveland was surveyed for two weeks.

The evening average for WGAR during weekdays was 25,600 listeners to 16,800 for the third station. Sunday showed an even wider margin . . . 31,700 for WGAR against 18,500 for the third station. The all-day average on weekdays being 13,200 on WGAR and 10,600 on the third station, and on Sundays 26,900 on WGAR and 17,000 on the third station.

We offer the advertiser nearly 50% more listeners for approximately the same rate. Perhaps it is looking too far ahead to vision ourselves in first place, but in the meantime we are perfectly willing to admit that we are only second.

G. A. RICHARDS
President
JOHN F. PATT
V. P. and Gen. Mgr.

THE WGAR BROADCASTING CO.

THE FRIENDLY STATION

HOTEL STATLER CLEVELAND, OHIO

WGAR

ALWAYS
THE LEADER
WJR's new broadcasting antenna soars 720 feet into the sky. This powerful transmitter brings reception to the height of perfection in the Michigan-Ohio area.
The leader may not stand still. Always the leader, WJR takes another stirring step forward in the broadcasting industry.
WJR
THE GOODWILL STATION
DETROIT
G. A. RICHARDS
President
LEO J. FITZPATRICK
V. Pres. and Gen. Mgr.

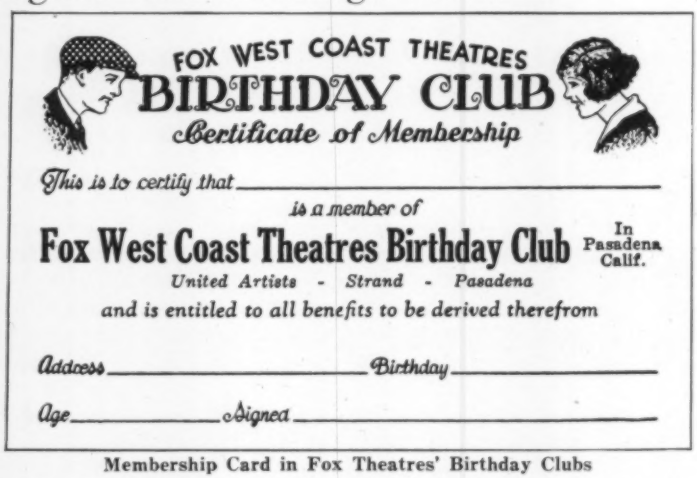
Fox Theatre to Expand Radio Use

Success of Los Angeles Experiment Will be Extended; Two Children's Programs Are Creating Good Will

By DR. RALPH L. POWER

ANNOUNCEMENT was made early in September at the Los Angeles headquarters of the Fox West Coast Theatres that show-houses all over the country under Fox ownership and management of the organization have been asked to consider launching radio programs similar to that which the southern California group has had in operation for more than a year.

Oscar Kantner, advertising manager for the chain theatres on the Pacific coast, issued to all managers and executives of the organization a pamphlet describing in detail the two Fox West Coast programs and including specimens of all the blanks, forms and other illustrative data used in the campaign.



Membership Card in Fox Theatres' Birthday Clubs

Story of Programs

BEHIND the present move to make the program, or a replica of it, available to Fox theatres throughout the country lies an intensely interesting story of the last year's success of the "Children's Birthday Club" on KFI and the newer "Radio School of the Air," on KFAC. Both are currently under the direction of Mrs. Flora Herzinger, head of the theatre's radio department.

The present radio activities are sponsored by the 30 Fox West Coast Theatres which operate within the Los Angeles metropolitan district under the direction of Al Hanson. During September the sponsorship will be increased to include all of its theatres south of the Tehachipi and also its Arizona houses.

The "Birthday Club" was started over KFI for a late afternoon 15-minute period once a week with Harold Hodge, former leading man of stage and screen, as narrator and director. The program has been built around an imaginary "Sky Rocket Express" which visits far flung corners of the globe in search of information and adventure.

Supplemental Aids

SUPPLEMENTARY to some of the programs, illustrative aids were used. For instance, booklets on rubber were distributed at the time the boys and girls "visited" the rubber plantations. During the programs devoted to the South Seas, diagrams for fashioning a boomerang were used.

The juvenile audience hears the KFI program on the air and, through neighborhood theatres, joins the organization. Membership application cards are distributed by the various picture houses. Upon receipt of the application, the theatre manager mails a membership card to the child and a letter to the parents. In this way there is a definite tie-in between the family and its neighborhood showhouse.

The birthdays of the boys and girls are recorded, and a few days before the birthday, the member is sent a free pass by the theatre, admitting the member and parents for one performance during the birthday week.

Juvenile Auditions

THE SECOND and newer program for the theatre circuit is the "Radio School of the Air" on KFAC. Juvenile talent is encouraged to attend weekly try-outs at neighborhood theatres once a week. Each week the most promising talent is used in the KFAC broadcast from the Carthay Circle Theatre stage.

The general public is not invited to the "School of the Air" broadcast, but tickets are issued to the families of children who participate.

The two Fox West Coast programs have been devised and operated as a non-commercial activity. The KFI and KFAC broadcasts are designed to stimulate and cultivate the talent of youth.

The "Birthday Club" has helped make school lessons more interesting and, while it has no official connection with the city school system, many teachers have correlated the study curriculum to coincide with the week's program of "Your Pal Jimmy" (Harold Hodge) and the "Skyrocket Express."

Actual data on increased business resulting from a program of this type is difficult, if not impossible, to secure. But it is certain that the theatre chain would hardly retain the two programs if there was not sufficient evidence of good will accruing to the Fox West Coast houses. There has been ample evidence of this in letters from parents and children to movie house managers, as well as to the general radio division and Mrs. Herzinger.

Grayco Drops Ash Tray Premium for Listeners

MARION R. GRAY CO., Los Angeles manufacturers and wholesalers of men's shirts and cravats, has discontinued giving away ash trays to listeners, although they were well received by the public during the two-month period they were distributed in the summer. Grayco has sponsored the Watanabe-Archie skits over KNX, Hollywood, for several years. It has named some of its shirt and cravat models after the two radio characters portrayed by Eddie Holden (Watanabe) and Reginald Sharland (Honorable Archie).

Souvenirs were fashioned in the form of twin ash trays made out of plaster material. One depicted Watanabe, the Japanese houseboy, and the other the Honorable Archie. Merchandise angle was for fans to purchase Grayco furnishings at retail stores and present $3 worth of sales slips to the manufacturers to secure an ash tray.

Hancock Oil Uses Crow Of Rooster as Signature

HANCOCK OIL Co. of California, with offices in Long Beach, has reported increased gasoline sales through its recently inaugurated "Barnyard Serenade," a weekly evening half hour originating at KHJ, Los Angeles, to the Don Lee-California network. Chas. Mayne Co., Los Angeles agency, services the account.

A preliminary survey of the fan audience indicated a preponderance of votes for hillbilly music. A supplementary merchandising campaign utilizes billboards to call attention to the broadcasts. The signs feature the "Cock of the Walk," a rooster trade-mark, which is also used on gasoline stations, flags, etc. The program opens with three crows of a rooster, to carry out the trade-mark theme.

State Capitol Debut

THE BROADCAST of Senator Huey P. Long's speech over WDSU, New Orleans, marked the first time any radio station broadcast direct from the new state capitol in Baton Rouge. Senator Long was seated in the governor's room in the Capital, where WDSU had established remote control facilities. A special line connected the Capitol with the WDSU studios in New Orleans.

HOME OF WHK

TWO HUNDRED AND FORTY-EIGHT
RADIO ADVERTISERS
HAVE ALREADY SELECTED

W H K

TO PRESENT THEIR SALES MESSAGES TO
CLEVELAND AND NORTHERN OHIO LISTENERS
DURING 1934

Columbia Basic — H. K. Carpenter, *Manager*

What we think RADIO is made of

Radio isn't made up of kilocycles and microphones—of kilowatts and amplifiers.

Radio is Service—*human service.* WLS prides itself on its service to the Midwest—on the clean, wholesome entertainment that has brought cheer into countless homes—on the helpful information it has disseminated among its farm and home listeners—on the inspirational messages that have meant guidance to boys and girls—men and women. WLS is happy in the belief that through its programs, city and country folks have learned to better understand one anothers' problems—to love their fellowmen—to be better citizens of this country in which we live and work.

Yes—Radio is Service—Human Service. And WLS is proud to be "That Kind of a Station."

SOME EXAMPLES OF WLS SERVICE

1925—Raised $216,904 for Mississippi Valley Tornado Relief.

1926—$18,708 for Florida Flood Relief.

1927—$86,759 for Mississippi Flood Relief.

1928—$4,800 for Florida Flood Relief.

1929—$9,818 in WLS "Dolls and Dough" campaign for Christmas gifts to underprivileged children.

1930—$18,300 and 32,000 chicks for Wabash Valley Flood Relief.

1931—144,607 meals served and 118,671 garments distributed to destitute in WLS "Food and Clothing Station".

1932—$652.00 for Chicago Daily News Neediest Family Fund.

1933—$800.00 for Moweaqua Mine Disaster Relief.

1933—1,000 individuals and organizations pledge aid to jobless and needy in WLS "Christmas Neighbors' Club".

1934—21,435 children contribute one cent each for Warm Springs Foundation Fund.

1934—2,000 underprivileged children see A Century of Progress as guests of WLS and its listeners.

1934—WLS broadcasts instructions and advice from Stock Yards authorities to livestock producers and shippers, saving them thousands of dollars in the $6,000,000 Chicago Stock Yards Fire.

1934—One broadcast directed to the writer of an anonymous letter expressing his decision to commit suicide saved his life and got him a job.

EVERY YEAR—and EVERY DAY—bringing cheer to unfortunate children—to men and women . . . counseling them—inspiring them—guiding them in making their lives happier and their home life more livable.

These are such a few—of so many fine examples. Maybe that policy won't make us rich—but it does make life worth living. And it seems to have made us a host of mighty wonderful friends throughout midwest America.

WLS

THE PRAIRIE FARMER STATION

1230 W. Washington Blvd.

CHICAGO

Burridge D. Butler, President — Glenn Snyder, Manager

New York Office: Graham A. Robertson, 250 Park Avenue

XUM

Key to Successful Radio Education

Educator Says Programs Should Stand on Own Merit; Explains KSD "School and Community" Program

By WM. HALL TODD, Ph.D.
Principal, Grant High School
St. Louis, Mo.

THE QUESTION of whether a percentage of the broadcasting facilities should be set aside by law or edict for the use of education, or whether a more cooperative arrangement can be worked out between stations and educators, is still unsettled. The author of this article, on the basis of his own experience in cooperating with a commercial station, makes a common sense analysis of a problem that will claim the attention of the FCC and the entire broadcasting industry at the "25 per cent" hearing Oct. 1, and suggests that it would be better for all concerned that a cooperative arrangement be worked out between educators and radio.

I BELONG to that group of people called educators. Since April 12, 1933, I have been privileged to direct some 200 odd education radio programs on time contributed by KSD. I am told that "education" is a very big word in the radio world. These three stated facts prompt me to believe I may have something of interest to say to the broadcasting industry.

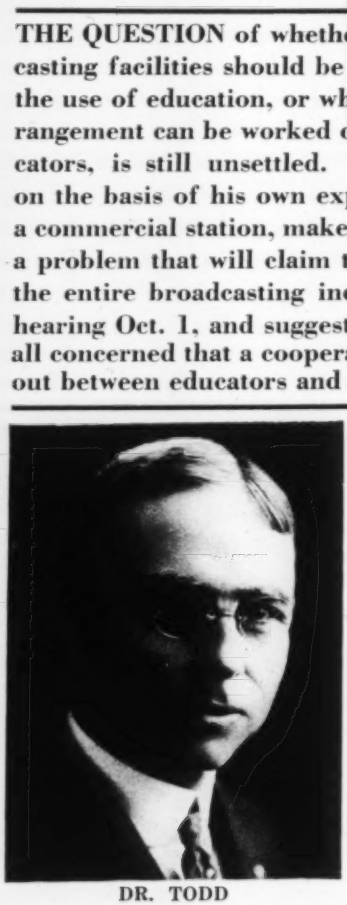
I suspect most broadcasting stations in the country have set aside a period or so weekly for educational purposes and invited school people to make use of them. And I venture that a poll of the industry would fall short of declaring the experiments any too happy and gratifying. But that does not say the need for education programs is less, nor the education fraternity is any less insistent in its demands for opportunity to use the air. It does mean that broadcasters and educators must work together more intelligently. Jointly they can solve this mutual problem if both want to do it. The "School and Community" program over KSD, St. Louis, is an effort to do just that. It began unauspiciously as one 15-minute period a week on afternoon time. It has averaged approximately three periods a week. Any available time necessary to broadcast all worth while education programs I can provide is consistently granted.

Secret of Success

TO PROVIDE successfully an education program as a public welfare service a radio station must have unstinted help from the education fraternity. This calls for a professional educator of repute to act as contact man, and to direct the program. The director should learn radio as well as he can, and as fast as he can. He must be vigilant, quick to grasp station policies and station problems. He must work in a dual capacity. He must represent the station and its interests as truly as a paid employe, and be equally trustworthy. Also he must represent the education fraternity of the region served by his station, and be acceptable to his fellows.

He must let the school profession know the education program is their program, a cooperative effort to do something in behalf of public education. He must reconcile the interests of education and the broadcasting station. As a professional school man he can tell his conferes their material must be simple; they must avoid being pedantic and scholastic; they must keep on the ground and speak plain every day language to plain every day people; that they must be interesting. At times he should suggest subject matter. Often he must take material submitted to him and edit it, correct it, and even rewrite it, and do it all in a way that his service will be appreciated instead of being offensive.

Radio stations necessarily compete for listeners. Their existence depends upon advertisers, and that means audiences. Hence education programs should step right out into the traffic and do their best to carry more than their own weight. They should be as much concerned about audiences as any commercial program on the air.



DR. TODD

The first step, then, in providing an education program is to find a thoroughly trained and competent school man who can meet anybody in the education field on his own footing. Coupled with this, he should be able to write. If he can write radio material so much the better, and if not, he must be willing to learn, and learn quickly. Education material does not have to be commonplace to be simple, straightforward, interesting, colorful, appealing. It is better education material if it is so. At the same time it is hard to write. Time after time learned deans, college presidents and professors, have come out of the studio after broadcasting a talk, and have said to me: "Todd, don't you know, preparing this radio program was the hardest job I ever tackled," or words to that effect.

The educator must be sufficiently interested in this big problem of radio and education to contribute his time and energy unsparingly as a worthy use of leisure. And I can testify that it will take care of his leisure all right. The station cannot ask some individual outstanding in education to prepare a radio number, get into his own car, buy his own gasoline, drive a hundred miles or so to the station, broadcast what he has to offer for 10 or 12 minutes, and drive back home again, and like it. To buy such service, the least cost would equal chain commercial rates for the time used, and ofttimes equal local commercial rates. And beyond that, very many of the most desirable people would not be open at all to making the contribution for a monetary consideration within practical limits. But, they will do so as a participant in a wholly voluntary educational effort of the profession.

I have sketched briefly what represents the contribution of the education fraternity. And now for the other side of the picture. The radio station must give wholehearted, intelligent, and sympathetic cooperation. It should be as mindful of the welfare of the education program as anything broadcast, commercial programs not excluded. For a time the school man will need help. If he is to learn radio he must have opportunity to see, to hear, and to do.

Station Should Help

THE STATION should publicize the programs as it does others, and promote it in every legitimate way as it does others. Also the station should facilitate the work of the education director by prompt and definite attention to details. Any educator who can, and who will, do the job will be a high class, high priced, and busy man in his field whose time is valuable to him.

The most popular program on the air cannot build and hold an audience if it is shifted about frequently and on short notice. It is unnecessary here to enumerate the reasons why. Regardless of the merits or demerits in the case, I believe one most serious criticism the education fraternity has of radio station relationships, is the fact of being shifted about on the time schedule. As an education program director I say frankly I have suffered from this condition to a minimum degree, and much of that has been due to an effort to give me the best possible time available. Everybody knows that the best periods are the first bought by commercial programs, and any sustaining feature occupies such time at its own risk. It remains true, however, that the time of broadcast is a significant factor in booking talent, and also in determining the character of the material broadcast to no small degree. I would advise if you are disposed to throw to the education fraternity only the crumbs that fall from your table, so to speak, you had better not start an education program.

With a set up such as I have briefly sketched any radio station can provide an education program that will be mutually gratifying.

Believe it or not, I hold this to be true. The use of the air channels will have to be shared for public welfare service, including education. It is merely a question of method. Before attempting to nationalize any part of broadcasting, I want to see an earnest effort made to effect a cooperative arrangement whereby commercial station facilities are used to meet the situation. If this cannot be done voluntarily, then it may be necessary to require arbitrarily that stations allot a percentage of different class times to public welfare services as a charge for the use of the air channels. In the meantime encouragement should be given stations disposed to contribute to public welfare by the allotment of air channels, power privileges, and other such assistance commensurate with the services given. And a bit of disfavor to stations evidencing no such disposition would be quite wholesome.

Suggests Station Fee

I WOULD like to see a real effort made to set up what might be looked upon as the "American System" of broadcasting wherein commercial advertising under fair and safe conditions might enjoy the use of air channels, and at the same time make a substantial contribution to the public welfare needs of society for the privilege enjoyed. My position is prompted by no brief for commercial stations, or commercial advertising. At the same time I recognize that advertising has played, and does play, no small part in advancing the standards of American living. It has been a substantial factor in elevating the entire social fabric. Radio itself, the great new boon to society, is a commercial advertising contribution to mankind. But I am prompted to my position by the desire to see public welfare effort, distributed widely over the entire country, enrolling in its service as many people as possible in every community. The use of every radio station promotes such a purpose, and makes radio available to the greatest number in the largest way.

I can recognize too, that if the public welfare needs of the country are served adequately, the burden will be too great for commercial stations to carry it all as sustaining features. In preference to nationalizing a part of the broadcasting, at government expense, of course, I would suggest that existing stations be allowed a fair carrying fee from government funds raised for the purpose. Without call for government capital outlay, without destroying anything already created, without actual hardship on anybody, such a system of broadcasting could be effected and tried out. All that is needed is the courage to do it.

Audience Voting Device Being Installed to Judge N. J. Program Reactions

NEGOTIATIONS are now under way between Dr. Nevil Monroe Hopkins, of New York University, inventor of radio voting devices, and executives of WOR and other interested parties, looking toward an arrangement under which the "reactors" will receive wide distribution in the Oranges, Maplewood, Montclair, Bloomfield and Glen Ridge, N. J.

It is hoped that it will be possible to work out a method which will permit about 200,000 reactors to be placed in the hands of listeners in this area, which constitutes one of the richest markets in the metropolitan area. They will not need to be connected with the radio set, but will operate when merely plugged into an electric light socket. The Public Service Corporation of New Jersey is cooperating, and totalizing meters where the votes are recorded will be installed both at WOR's studios and at the new 50,000 watt transmitter in course of erection at Carteret.

When the installations have been completed—probably by Jan. 1—instantaneous voting will be possible on any subject which may be submitted during broadcasts, as well as on the popularity of the programs themselves, and exact tabulations of the number of sets tuned in, in the test area, will be obtainable.

A SERIES of 78 one-minute transcriptions are being placed for the Adlerika Co., St. Paul (Adlatablets) by the St. Paul Advertising Co.

Penner Outpolls Cantor In Seattle Radio Vote

AMONG listeners in Seattle, Joe Penner is the favorite radio comic, with Eddie Cantor a close second, it was disclosed in a radio program poll conducted by the *Seattle Post-Intelligencer*. Results of the poll were as follows:

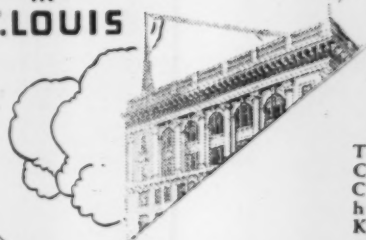
Announcers—Hal Wolf, KOMO-KJR, first; Ken Stuart, KOL, second. Comedy stars—Joe Penner, NBC-KOMO, first; Eddie Cantor, now off the air, second. Dramatic stars—Don Ameche, NBC-KOMO, first; Ted Maxwell, NBC-KOMO, second. Comedy programs—Amos 'n' Andy, NBC-KOMO, first; "Easy Aces," CBS feature now off the air, second. Dramatic programs—"One Man's Family," NBC-KOMO, first; "Memory Lane," NBC-KOMO, second. Symphony orchestras—New York Philharmonic, CBS feature now off until autumn, first; San Francisco, NBC-KOMO, second.

Concert orchestras—Henri Damski's, KOMO-KJR, first; Waldorf Astoria, NBC-KJR, second. Dance bands—Wayne King's, first; Rudy Vallee's, NBC-KOMO, second. Vocal artists—Cowboy Joe, KJR-KOMO, first; Arizona Joe, KOL, second. Instrumental artists—Paul Carson, NBC-KOMO, KJR organist, first; Ivan Ditmars, KOL organist and pianist, second. Musical features—"Rocky Mountaineers," KJR, first; U. S. Marine Band "Shutin Hour," NBC broadcast now off until fall, second. Variety programs—Al Pearce and His Gang, NBC-KOMO, first; "Show Boat," NBC-KOMO, second.

WILLIAMS & CARLTON, Hartford, Conn. (Williams root beer) is using radio in a 10-week regional campaign handled by Wm. B. Remington, Inc., Springfield, Mass.

KSD

A DISTINGUISHED BROADCASTING STATION IN ST. LOUIS

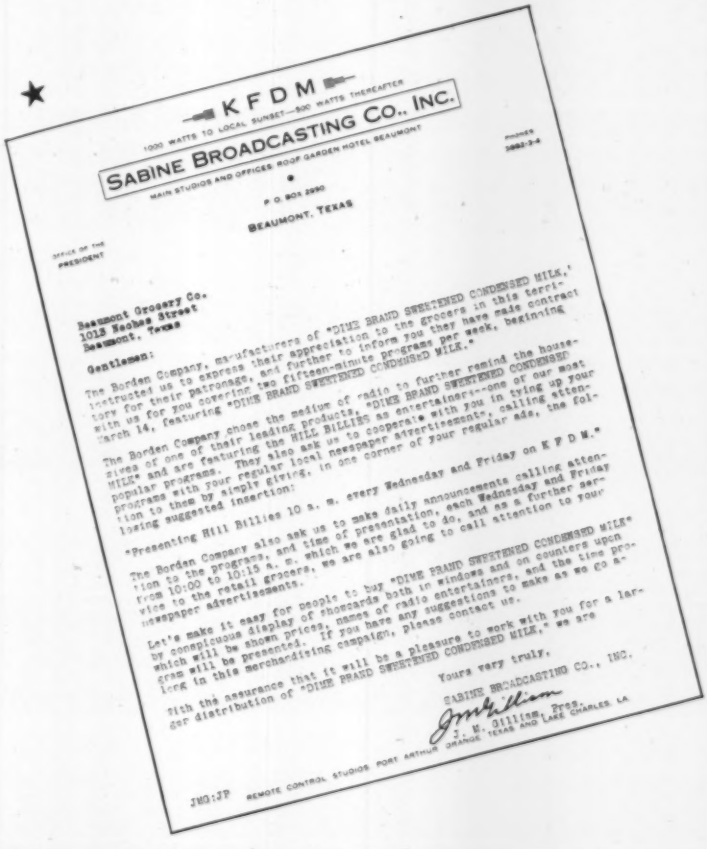


The Federal Communications Commission has granted KSD permission to increase its power to

2500 WATTS DAYTIME
1000 WATTS NIGHTTIME

RED NETWORK OUTLET NATIONAL BROADCASTING CO.

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco



K F D M
1000 WATTS TO LOCAL SUNSET—500 WATTS THEREAFTER
SABINE BROADCASTING CO., INC.
MAIN STUDIOS AND OFFICES, ROOF GARDEN HOTEL BEAUMONT
P. O. BOX 2950
BEAUMONT, TEXAS

Beaumont Grocery Co.
1012 Rachal Street
Beaumont, Texas

Gentlemen:

The Borden Company, manufacturers of "DIME BRAND SWEETENED CONDENSED MILK," instructed us to express their appreciation to the grocers in this territory for their patronage, and further to inform you that have made contract with us for you featuring two fifteen-minute programs per week, beginning March 14, featuring "DIME BRAND SWEETENED CONDENSED MILK."

The Borden Company chose the medium of radio to further remind the housewives of one of their leading products, "DIME BRAND SWEETENED CONDENSED MILK" and are featuring the HILL BILLIES as entertainers—one of our most popular programs. They also ask us to cooperate with you in tying up your programs with your regular local newspaper advertisements, calling attention to them by simply giving, in one corner of your regular ads, the following suggested insertion:

"Presenting Hill Billies 10 a. m. every Wednesday and Friday on K F D M."

The Borden Company also ask us to make daily announcements calling attention to the programs, and time of presentation, each Wednesday and Friday from 10:00 to 10:15 A. m. which we are glad to do, and as a further service to the retail grocers, we are also going to call attention to your newspaper advertisements.

Let's make it easy for people to buy "DIME BRAND SWEETENED CONDENSED MILK" by conspicuous display of placards both in windows and on counters upon which will be shown prices, names of radio entertainers, and the time programs will be presented. If you have any suggestions to make as we go along in this merchandising campaign, please contact us.

With the assurance that it will be a pleasure to work with you for a large distribution of "DIME BRAND SWEETENED CONDENSED MILK," we are

Yours very truly,

SABINE BROADCASTING CO., INC.

J. M. Gillion, Pres.

JMG:JP REMOTE CONTROL STUDIOS PORT ARTHUR ORANGE, TEXAS AND LAKE CHARLES, LA

★ Besides sending out letters every six weeks, as shown, for our national advertisers, merchants are personally contacted.

● Retail merchants in KFDM territory cooperate with us in pushing the sales and giving proper display to products that we advertise.

● Just a postcard or letter to us or any of our representatives listed below will bring you details of our plan of cooperation.

KFDM

SABINE BROADCASTING CO., INC.
P. O. BOX 2950 BEAUMONT, TEXAS

ASSOCIATED BROADCASTING CORPORATION
Chicago—New York—Kansas City

RADIO PUBLICITY, INC.
Chicago, Illinois

Pacific Coast Representatives:

WALTER BIDDICK COMPANY
Los Angeles San Francisco Seattle Denver

N. Y. Stations Broadcast Day Variety Programs

IN AN EFFORT to raise the standard of daytime entertainment and to combat the idea that all the best programs are on the air at night, two New York stations have inaugurated long variety features embodying distinctly new departures.

WMCA is now presenting, each afternoon from 3 to 5 p. m., a fast moving "Sports Review," built against a background of orchestral and vocal music. Throughout the two-hour period, results of major sports events are interjected by Clem McCarthy and other commentators, special facilities having been installed to obtain immediately reports of horse race results, baseball scores, tennis matches, golf tournaments, swimming meets and a variety of other events. The controls will be switched to the scene of an unusual sports event. The program also goes to the ABS network.

WINS has scheduled a variety show from 11 a. m. to noon, presenting 20 star acts under the title "Jack Douglas's Relatives" and playing to a large studio audience. Lloyd Schaeffer, formerly of WLW, has been engaged to produce the show. The same station also is presenting baseball scores in 10-minute broadcasts every half hour from 3 to 7 p. m. These are sponsored by General Mills, Inc., for Wheaties. The agency is Blackett-Sample-Hummert, Inc.

Consent Decree Seen in ASCAP Suit

(*Continued from page* 16)

prevent a possible grant of immunity from prosecution under the anti-monopoly laws to ASCAP and MPPA.

Mr. Schuette pointed out that all of the directors of MPPA had been named defendants in the Department of Justice suit. He stated that at the public hearing on the proposed code on July 26 he had cited the danger that the proposed code might interfere with the government's investigation of ASCAP and its affiliates. In view of the filing of the suit, he requested "that further action upon the Music Publishers Code be suspended until proper safeguard shall have been provided to prevent any possibility of interference with the orderly prosecution of the government's case."

The government suit is pending before the same court in which the ASCAP dissolution suit was filed in behalf of the broadcasting industry by WIP, Philadelphia, just a year ago. That suit, which had been scheduled for hearing this fall, now probably will be postponed indefinitely.

Damage Suits Loom

SHOULD the government be victorious, the way will be open for tripple-damage suits against ASCAP and its affiliates and for recovery of royalties which had been paid to the organizations and their members over and above any equitable basis decided upon. Even a consent decree, it is pointed out, would prove legal basis for such suits.

The prayer of the government's suit, summarizing the demands of the Department of Justice of the defendants, and specifying that they be perpetually restrained from certain specific practices, follows in full text:

Wherefore, petitioner prays:

That writs of subpoena issue, directed to each defendant, commanding said defendant to appear herein and answer under oath the allegations contained in this petition and to abide by and perform such acts and decrees as the court may make in the premises;

That the combinations, conspiracies, agreements, and activities of defendants described in this petition be declared to constitute a conspiracy in restraint of interstate and foreign trade and commerce, and to be illegal and in violation of the Act of Congress approved July 2, 1890, known as the Sherman Antitrust Act;

That the following agreements be declared illegal and void:

(1) All agreements between defendant Society and its members;

(2) All agreements between defendant Association and its members and all agreements between defendant John G. Paine, as agent and trustee, and members of defendant Association and others;

(3) All agreements between defendant Service corporation and the music publishers represent by it;

(4) All agreements between defendant Society and radio broadcasting stations;

(5) All agreements between defendant Association and/or defendant John G. Paine, as agent and trustee, and the manufacturers of parts by electrical transcription used for the mechanical reproduction of musical compositions;

That defendants and each of them, and each and all of their respective members, officers, managers, agents, employes, and all persons acting or claiming to act for or on behalf of them, or any of them, be perpetually enjoined individually and collectively,

(1) From further engaging in, agreeing to perform, or performing, said conspiracy or any part thereof, or any other conspiracy of like character or effect, or any of the acts, agreements, understandings, or concerts of action described in this petition;

(2) From entering into any agreements or licenses for the public performance of musical compositions owned and controlled by them, or any of them, providing for the payment of royalty determined upon any basis except such as is predicated upon free and open competition between copyright owners with the royalty on individual musical compositions fixed and determined by the copyright owner thereof acting independently in his or its own discretion;

(3) From joining, becoming a part of, or in any manner becoming associated with, any association, firm, or corporation for the issuing of general or blanket agreements or licenses to perform publicly musical compositions, unless the facilities of such association, firm or corporation are open to all owners of copyrighted musical compositions upon an identical and equal basis and unless the general or blanket agreements or licenses issued or to be issued by such association, firm, or corporation shall provide for the payment by the licensee of such royalty as is fixed and determined by the copyright owner of each musical composition publicly performed by such licensee;

(4) From commencing or prosecuting any suits or actions for alleged infringement of copyright against any licensee whose agreements or license may be declared illegal and void herein, upon the giving of a bond by such licensee to secure the payment of such royalty as the court may adjudge reasonable or as may be mutually agreed upon by the licensee and the copyright owner.

That the petitioner have such other, further, and general relief as the nature of the case may require and the court may deem proper in the premises;

That the petitioner recover from the defendants its costs.

MARTIN CONBOY,
United States Attorney for the Southern District of New York.
HOMER S. CUMMINGS,
Attorney General.
HAROLD M. STEPHENS,
Assistant Attorney General.
ANDREW W. BENNETT,
GEORGE P. ALT,
Special Assistants to the Attorney General.

DISTRICT OF COLUMBIA, ss:

Andrew W. Bennett, being duly sworn, says: I am a Special Assistant to the Attorney General and have been actively engaged in the conduct of the investigation and other work on behalf of the petitioner in connection with this proceeding. I have read the petition herein and know the contents thereof and am informed and verily believe the allegations therein to be true. The sources of my information and the grounds of my belief are the statements and correspondence of various officials of radio broadcasting stations, various authors, composers, and publishers, both members and non-members of the Society, the Association, and the Service corporation described in the within petition, of various theaters, hotels, restaurants, etc., licensees of the Society, of various manufacturers of electrical transcription records; the statements and official reports of government investigators and correspondence, memoranda, agreements, and minutes of meetings of the defendants and others, the originals or copies of which are in my possession.

ANDREW W. BENNETT.

Petition Recites ASCAP History

AFTER naming the organizations and individual defendants, the suit brings out that ASCAP was formed about 1914 to grant licenses and collect royalties for public performance of the works of its members. At the time of the filing of the suit, it was stated, it had about 97 publishers and 969 composer and author members. Management of ASCAP, said the petition, is vested exclusively in a "self-perpetuating board of directors" of 24, of whom 12 represent publisher members, six composers and six authors. The various types of ASCAP contracts with stations are described.

With respect to MPPA, the petition states it was organized in 1918 and comprises 40 leading publishers of copyrighted musical compositions in the United States, who control about 75 per cent of the popular music. MPPA, it continues, has been used primarily by its members, through John G. Paine, chairman of its board, acting as agent and trustee for individual members, to license the use of copyrighted musical compositions of its members in the manufacture of parts of instruments used to reproduce mechanically such compositions, and to "enforce payment of the royalties demanded by its members therefor."

As agent and trustee, states the

KJR
NBC
KJR listeners are afforded NBC sustaining programs
KJR
SEATTLE
The pioneer high-powered station of the Pacific Northwest will this year have its biggest fall season in history; power, popularity plus guaranteed time.
For complete information see
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco
Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD. CALIF.

petition, defendant Paine collects from electrical transcription manufacturers a royalty of 25 cents for each copyrighted composition used, provided the playing time does not exceed 3 minutes; 37½ cents if the playing time exceeds 3 minutes, but does not exceed 4½ minutes, and 50 cents if it exceeds 4½ minutes but does not exceed 6 minutes. It is stated further that the agreements also provide that a separate transcription shall be made for each station and that when once used, it must be destroyed, or if broadcast more than once, the full royalty is charged for each time the transcription is used. The close interlocking directorate of ASCAP and MPPA is divulged.

Dealers Service Is Cited

THE MUSIC Dealers Service, Inc., the third organization named, is identified as an organization created in 1932 by leading publishers of sheet music to act as their exclusive sales agent in the distribution of sheet music published by them. All of the organizers also are members of ASCAP, it was stated, and all but one are members of MPPA.

In showing the interest of the broadcasting industry, the suit brings out that the continued existence, success and prosperity of a station depends entirely upon the entertainment offered by it to the listening public, and that music is the principal form of entertainment. About 70 per cent of the radio entertainment comprises music, with the result that the success or failure of each station absolutely depends upon its ability to obtain permission or license from the copyright owners to perform their works.

The suit then brings out that interstate commerce is necessarily involved in the operations of stations, in the sale and distribution of sheet music and in the use of radio as a means to develop sales for sheet music. This showing is essential to give the court jurisdiction.

Petition Alleges Conspiracy

THE CRUX of the case is reached in that portion of the petition devoted to allegations of conspiracy on the part of ASCAP and the other defendants. For several years prior to Sept. 1, 1932 (when the three-year ASCAP contracts with stations became effective) and since that time, it is charged, "defendants have been engaged in a combination and conspiracy to restrain, by the means and methods hereinafter set forth, the aforesaid interstate and foreign commerce, in violation of the Act of July 2, 1890. [Sherman Anti-Trust Act.]"

Every member of ASCAP, it is charged, has created, maintained and utilized ASCAP "as an instrumentality for promoting and maintaining the illegal combination and conspiracy herein described." It is charged with a "complete monopoly" in the right to license for public performance for profit, all the musical compositions of all its members. It is alleged further that all competition among members of ASCAP has been eliminated by the "illegal combination and conspiracy"; that stations, advertisers de-

(*Continued on page* 62)

47 New Non-network Clients
and
30 Renewals
on

***THE NEW* WBAL**

during the three summer months

Sales during this period were

MORE THAN DOUBLE

those in the corresponding period of 1933

Advance orders for the Fall and Winter bear further witness to the general acceptance of
THE NEW WBAL

Maryland's Only High Power Station

FREDERICK R. HUBER
Director
Lexington Bldg. Baltimore
10,000 Watts NBC Affiliate 1060 Kilocycles

for Southwestern Radio Advertising Campaigns

WFAA Dallas & WBAP Ft. Worth

THE Southwest . . . because of its rapid growth in population and because of the importance it has attained in purchasing power . . . offers to the national advertiser a major field for intensive cultivation.

The selection of WFAA-WBAP by a majority is backed solidly by these demonstrable facts:

. . . CLEAR, UNDISTORTED POWER

WFAA-WBAP, on the only nationally cleared channel in this area, assure listeners of continuous, dependable service early morning until late at night . . . and there is no other powerful station on this frequency, day or night.

. . . FREQUENCY (Wave Length)

WFAA-WBAP, on 800 kilocycles, also is the only super-power station in the Southwest in that choice band of frequencies between 640 and 870 kilocycles.

. . . LISTENERS' PREFERENCE

Every National survey gives WFAA-WBAP an increasingly greater percentage as the preferred station in this area.

. . . COST PER MILE OF DEPENDABLE COVERAGE

WFAA-WBAP has a 10 millivolt per meter contour of more than twice the radius of the average 50,000-watt station—and more than THREE AND ONE-HALF TIMES AS GREAT as the average 10,000-watt station . . . and with this in mind, invites comparison of rates.

Two cities, Dallas and Fort Worth, are only 30 miles apart. This metropolitan area alone has a population of 523,244 according to the 1930 census. Beginning with Dallas and reaching over into the relatively densely populated area of the northeastern part of the State . . . in the Dallas Trade Area (including the great East Texas oil fields) there are five distinct "layers" of population . . . each with approximately 300,000—a total of about one and half million!

The transmitting plant of WFAA (used jointly by WFAA-WBAP, is at a point equidistant from the two cities. Consider, therefore, the Dallas-Ft. Worth trade areas as ONE big market.

***Represented Nationally by* Edward Petry Co.**
New York Chicago Detroit San Francisco

XUM

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

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ASCAP and the Future

JUST when it appeared that broadcasters would have to throw up the sponge until the next session of Congress, and reconcile themselves to payment of extortionate tributes to ASCAP indefinitely, in steps Uncle Sam with its sweeping anti-trust suit against ASCAP and its members and affiliates.

The suit is a masterful presentation of the facts. It is built around the broadcasting industry's troubles with the so-called "music trust" rather than other "victims" of ASCAP. It looks fool-proof and should result in permanent relief.

The suit itself provides a remedy. That remedy is for dissolution of ASCAP as such, and for the creation of a free music pool open to all composers, authors and publishers, at whatever price they may fix for their works, and open to all public performers on an equal basis. That means a "per piece" method of royalty payment, as opposed the present system of paying ASCAP a percentage of the gross receipts of stations, regardless of whether ASCAP numbers are performed.

The plan set out in the petition basically is the plan long proposed by Philip G. Loucks, the enterprising and efficient young managing director of the NAB. He offered it as a proposed solution three years ago. He offered it again last year when all other plans had failed. ASCAP has steadfastly refused to consider it. If the government's suit holds, ASCAP will have the option of reorganizing itself so as to place the plan in effect, or of folding up altogether.

It was this basic plan that the Department of Justice, in drafting its suit, selected from among the many alternative propositions submitted to its brilliant young attorney, Andrew W. Bennett, in his investigation of the copyright situation. Too much credit cannot be given Mr. Loucks and Mr. Bennett for the respective parts they played in paving the way for and preparing the government suit.

Preparations must be made by the industry to alter its music performance methods in anticipation of the adjudication of the government suit. That there will be alterations appears obvious. Broadcasters may be required to list every number they perform, which will entail a large amount of detail they would like to avoid, but which is a trifle when stacked up against the present consequences of ASCAP's monopolistic rule of music. The Radio Program Foundation, largely a mythical organization since its creation two years ago, may actually become the music reservior for which it was originally planned, and may later require large-scale financing by the industry.

In any event, the big step has been taken. Now, prompt action is required by the industry to catch the pieces of ASCAP, if the suit takes that course, and coordinate them into a free, fair and efficient music-dispensing organization.

A Business Convention

SERIOUS BUSINESS—business that will affect the future course of the broadcasting industry—will be considered at the twelfth annual convention of the NAB. All things considered, this annual meeting will be the most important since the advent of broadcasting.

In these days of federal regulation definitely inclining toward the left, it behooves all broadcasters to take inventory of their operations and to act in concert against any incipient movements which might impair the freedom of their operation. That there are such movements is obvious to all.

It is because broadcasting has grown so tremendously in stature that it has become the target of those who would remodel the present system for their own ends. There has been much talk in the press during the last year about freedom of radio, censorship and the like. There has been much propaganda about the alleged superiority of nationalized systems as opposed to the American Plan of private operation. Educators and reformers have been pounding away at programs. Politicians have been railing about alleged partisanship on the part of stations and networks.

It is against this combination of opponents that the broadcasting industry must build its defense. The first opportunity arises at the Oct. 1 "25 per cent hearings" before the Broadcast Division of the FCC. The industry's case is being prepared through the NAB and will be first placed before the Cincinnati convention for consideration, alteration and approval. Upon the showing made by the industry in this case, the FCC will base its report to Congress, to be submitted by Feb. 1, in reply to the inquiry whether Congress itself should essay to allocate facilities to class applicants.

That is only the first phase, but it is all-important, because a clean bill for the broadcasting industry in that report in a large measure will spike the guns of the opposition, and scuttle whatever plans they have made in furtherance of their campaign, obviously directed toward ultimate government operation of radio.

Broadcasters should attend the convention prepared for business. All of the sessions are important, because practically every topic on the agenda in some fashion reverts to the basic issue—federal regulation of radio, and means of preventing it from going hog-wild.

Don Lee

IN THE DEATH of Don Lee, radio broadcasting lost one of its real pioneers and one of its most progressive leaders. He was far-sighted enough, as an automobile dealer, to see the possibilities that radio held for promoting his business as long as a decade ago; he was astute enough seven years ago to take over the moribund KHJ from its apathetic newspaper owner and bring it up to first rank among Los Angeles stations; and he was visionary enough, up to the time of his death, to encourage his own laboratory for the development of television. Unlike most persons in business, particularly in show business and advertising, he always avoided the limelight. In recent years he would not even allow newspaper reporters to interview him or photographers to take his picture, always remarking that he was "just an ordinary man who didn't want any publicity." A man who loved life, who held the esteem of his employes and who was highly respected even by his bitterest competitors, his untimely passing will leave a distinct void in radio circles.

The Radio Show

TWO RADIO program surveys of more than passing interest have just been conducted in the musical field. Naturally, they have direct bearing upon the business side of radio, since anything that improves programming is bound to increase listenership and thereby tend toward further uniting the aims of advertiser, agency and station.

Dr. Sigmund Spaeth, better known in radio as the "Tune Detective," finds a real need for development of the radio musical comedy, with the greatest authors and composers enlisted to write exclusively for the air. Pitts Sanborn, musical critic, from his questionnaire, senses a demand for improvement in present-day radio instruments to increase the fidelity of reception and thereby make radio as important a musical influence as it is a disseminator of education, social progress and political opinion.

Both points seem to be well taken. The radio musical comedy already has made its bow in a limited way. Few shows have been written exclusively for the air by outstanding authors and composers, but there have been many excellent radio versions of musical comedies and light operas which have proved eminently successful. The day of the exclusive radio musical comedy, and, in fact, of more exclusive "legitimate" shows for the air, does not appear to be far distant. American radio programs, admittedly the best in the world today, will naturally break into this new sphere of entertainment as soon as the demand warrants.

The second survey's object, while it may be new to the musicians whom Mr. Sanborn canvassed, is really old to the radio industry. Actually, it is the old "high-fidelity" reception issue in new clothing. Radio transmission, by and large, already is in the "high-fidelity" class, but this fine quality reception has been lacking to many because millions of low-quality receiving sets are in use. Once the manufacturers begin producing "high fidelity" sets, now an object of laboratory study, and once they are merchandised to the public, the goal of home reception equal in quality to the original rendition will be within reach.

We Pay Our Respects To—

JOHN JOSEPH GILLIN, JR.

"A YOUNG man's game"—that is the catch phrase so often used to describe radio. As Exhibit A, we cite John Joseph Gillin, Jr., who at 29 is the head of one of the Middle West's most progressive stations—WOW, Omaha.

Dashing and energetic in spite of his diminutive stature and boyish appearance, "Johnny" Gillin is the leader of the "Young Turk" element just beginning to grow in the broadcasting industry. A natural sort of organization man, he dotes on that kind of activity. In fact, he is the acknowledged leader of Omaha's young business and professional men in his capacity as president of the Omaha Junior Chamber of Commerce, one of the most active in the country.

When John Gillin wore knee breeches in his grammar school days, he was at the top of his class both in scholarship and activities. In high school it was the same way; he was class president during each of the four years. College didn't deter his pace; for three years he was also president of his class at Creighton University, in Omaha.

It was only natural that two years ago, when Johnny became commercial program director of WOW, he should plunge into the activities of the NAB with zeal and spirit. He is a member of the important Legislative Committee and chairman of the Elections and Credentials Committee. It is apparent that he will be identified with other and more significant work for the industry as the years pass, because he is that kind of a chap.

John Joseph Gillin, Jr., is one of those home town boys who made good, and at home at that! He was born in Omaha, March 1, 1905, the son of a certified public accountant. His father had been head of the Louis Murphy, Gillin, Holland Co., firm of certified public accountants, the only member of which living today is the present U. S. Senator from Iowa, Louis Murphy. Prior to the organization of this firm, the elder Mr. Gillin was chief income revenue agent in charge of Nebraska and Iowa under President Wilson.

After completing grammar school, "Johnny" enrolled at Creighton University Prep School, from which he was graduated in 1923. There he proved to be one of the fastest sprint athletes in the state, winning four letters in track. He also picked up three letters in football and two in basketball. He found time, too, to serve as class president for four years, to become a member of the debating team and to win the elocution contest in his junior year.

Then came four full years in college, from which he was graduated in 1927, majoring in philosophy and history. Here is a thumbnail sketch of his campus life: president of his class for three years; a member of the track team for two years; college elocution contest winner in his sophomore year; member of the debating team for three years; the arts and science representative on the board of governors of the student's union during his last two years. He was chosen to represent Creighton at the bi-centennial of the canonization of St. Aloysious Gonzaga as a Saint in the Catholic Church, which was held in Rome in 1926. In his senior year he was one of the founders of Alpha Chi Kappa, society of graduates of Catholic colleges under the Jesuit Order. During his junior year he was elected to Alpha Sigma Nu, national honorary society.

With college over, Johnny Gillin at once went into radio. At 22, he became assistant manager of the Chicago offices of National Radio Advertising, Inc., radio station representatives. For two years he served that organization, and in 1929 he returned to Omaha for one of his clients, Kozak, Inc., of Batavia, N. Y., manufacturers of an auto dry wash. He represented that organization in six states, and at the same time attended Creighton University law school. Completing his law course in 1931, he returned to his first love—radio—and became chief announcer of WOW. A year later he headed up the station staff as commercial program director.

"Johnny" Gillin's penchant for organization work is reflected in his local activities, too. In 1933 he was elected chairman of the board of directors of the Omaha Junior Chamber of Commerce, and this year became its president. He is a director of the Omaha Automobile Association, vice president of the Missouri Valley Broadcasters Association and director of the Omaha Air Race Association.

Attractive and charming Marjorie Johanna Paulsen of Omaha became Mrs. John J. Gillin, Jr., in August, 1930. They have one daughter, Joan Marjorie, now 3.

Johnny's hobbies—well, what else could they be but people, organization and radio law?

PERSONAL NOTES

JESS WILLARD, commercial manager of WJSV, Washington, has been promoted to assistant manager by Harry S. Butcher, director of the Washington offices of CBS. Mr. Butcher retains the title of manager.

SAM PICKARD, vice president of CBS, has left for the Pacific coast to contact CBS member stations during the next month.

DON CAMPBELL, formerly manager of KUOA, Fayetteville, Ark., has been appointed commercial manager of WSGN, Birmingham. The Birmingham station also announces the appointment of Jack Keasler, from KOMA, Oklahoma City, as production manager, and H. H. Tonn, of KFXJ, Grand Junction, Colo., as a member of the sales staff.

MONA THOMAS, who conducts the "Thrift Family" series over KFEL, Denver, for Sears, Roebuck & Co., addressed the Denver Advertising Club in August on broadcasting as "The Sugar Coated Pill" of advertising.

E. M. CLAYTON has joined the sales staff of WACO, Waco, Tex.

WILLIAM MALO, commercial manager of WDRC, Hartford, is building a new summer home at Madison, Conn., which he will call *Malo Alto* and which is patterned somewhat after Hawthorne's famous house of seven gables.

BIRT FISHER, manager of KOMO and KJR, Seattle, has completed his new beach residence and estate at Three Tree Point on Puget Sound, just south of Seattle.

WILLIAM A. SCHUDT, JR., manager of WBT, Charlotte, N. C., has been awarded a scroll of honor through the Charlotte distributors of General Electric Refrigerators for his work in the field of radio.

SIR JOHN REITH, director general of the British Broadcasting Corp., sailed from London Sept. 7 for South Africa to be gone two to three months. He will advise authorities on the prospective reorganization of the South African broadcasting system.

HENRY GREENFIELD, advertising manager of the *Jewish Daily Forward*, which controls WEVD, New York, has also taken over the managing directorship of the station.

ARTHUR CROGHAN, national sales manager of WDGY, Minneapolis, and Miss Gertrude Faue, office manager, have taken charge of the station in the absence of Dr. George W. Young, owner, who was seriously injured Aug. 18 when a storm crashed his plane just after he had landed on a lake near Brainerd, Minn.

ARCHIE JOSEPHSON, manager of the Columbia Radio-Phonograph Co. sound-on-disc department in Hollywood, has resigned, effective Sept. 15, after several years in that capacity. He expects to remain in Southern California in the same line or an allied field.

BEN S. McGLASHAN, owner of KGFJ, Los Angeles, placed ninth in the list of 18 aspirants for a state senatorship in the August primaries in Los Angeles. He ran for Republican nomination in the Thirty-eighth District.

GRACE GIBSON, secretary of the transcription department at 2GB, Sydney, Australia, was to land in Los Angeles Sept. 15. After two or three weeks on the coast, she intends to return to the station.

GERALD KING, manager of KFWB, Hollywood, left for the East late in August with the expectation of completing business contacts before taking in the NAB convention on the return journey.

JOSEPH LOWE, of Lowe Features, Inc., San Francisco, visited Los Angeles early in September on a tour of transcription studios preparatory to using radio in exploitation campaigns for clients.

J. HOWARD JOHNSON, of the sales staff of KNX, Hollywood, has been appointed director of radio advertising for the Max Reinhardt presentation of "Midsummer Night's Dream" in the Hollywood Bowl the middle of September.

DON GILMAN, NBC vice president in charge of the western division, having returned from several weeks at the Hollywood NBC studios, is planning a trip to New York in latter September, and hopes to attend the NAB convention at Cincinnati en route.

BEHIND THE MICROPHONE

CHARLES (Chuck) SEAMAN, for five years chief announcer at WJAY, Cleveland, has joined the announcing staff of KTUL, Tulsa, Okla.

ERWIN LEWIS, formerly city editor of the *Carlsbad* (N. M.) *Current Argus*, has joined the continuity staff of KTUL, Tulsa, Okla.

HOWARD BECKER, formerly advertising manager of J. Kennard & Sons, St. Louis, has joined the continuity department of KMOX, St. Louis.

JACK FOY, of the staff of WHAM, Rochester, N. Y., is publishing a book of songs.

BILLY PHILLIPS, production chief of KIDO, Boise, Ida., was married recently.

CHARLES FLAGLER, who has been broadcasting for Zinsmaster Breads on KSO and WOC-WHO, Des Moines, has been signed for the fall season by WSGN, Birmingham.

WILLIAM DAVIDSON, formerly an announcer of KSTP, St. Paul, has been added to the announcing staff of KMTR, Hollywood. He replaces Glenn Jones.

BARON KEYES, on KFI and KHJ several years ago with his children's hour, has come back on the air after a two year absence. His new affiliation is KECA, Los Angeles.

HERBERT DENNY, former chief announcer of XER, Dr. Brinkley's station at Villa Acuna, Mexico, which is now off the air, has joined the announcing staff of KTAT, Fort Worth, and has started a Spanish class of the air.

LAWRENCE J. KEATING, formerly on the stage in New York, appearing in "Men in White" and other productions, has joined the announcing staff of KGW and KEX, Portland, Ore.

LIGON SMITH, band conductor, has joined the staff of WFAA, Dallas, which now boasts three outstanding Southwest conductors as staff members. The others are Alexander Keese and Karl Lambertz.

XUM

WAVE
(an NBC Station)
BLANKETS
THE
~~NATION~~
FALLS
CITIES!

America is a big place, comprising two kinds of people—those who can get your program clearly, and those who can't.... If you want the 900-000 people who live in or near Louisville, you can reach them with WAVE, at the lowest possible price .... And the other 121,798,000 Americans who are *not* within real listening range won't cost you a cent!

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

KGO TECHNICAL CREW—This is the transmitter staff of KGO, San Francisco. Left to right are: M. O. Smith, H. C. Dunton, J. I. Ball, D. H. Atkins, A. E. Evans, station engineer, A. E. Fisher and A. E. Eldredge.

WATSON HUMPHREY, of the continuity department of KGW and KEX, Portland, Oreg., on Aug. 26 was promoted to program director, succeeding Archie Presby, who becomes director of special events.

TOM ROCKWELL, of Rockwell-O'Keefe, New York booking and management organization, will go to Hollywood on a trip late in September primarily to open a coast office, according to his Hollywood representative.

AL WARNER, on the announcing staff of KFI, Los Angeles, for several years, resigned Sept. 1. His place was taken by Charles Bishop.

CHARLES LINDSAY, at one time music director of KGER, Long Beach, Calif., but lately free lancing, on Sept. 1 went to Chicago to become affiliated in radio circles there.

PAT SHANNON has been added to the announcing staff of KOMA, Oklahoma City, succeeding Jack Kessler, who has gone to WSGN, Birmingham. Robert Green, of Los Angeles, has also joined the production staff of KOMA.

ARTHUR W. ("Tiny") STOWE, has resigned from WSM, Nashville, as continuity writer and announcer, to join WLS, Chicago, in a similar capacity. He has won wide acclaim as a sports commentator.

CLARENCE HAMILTON, announcer of KHJ, Los Angeles, and Mrs. Hamilton are parents of a son, born Aug. 31.

AUSTIN PETERSON, producer of the Happy-Go-Lucky Hour on KFRC, San Francisco, was married in Reno, Nev., Aug. 19, to Miss Audrey Marks of Sacramento.

KENNETH ROBINSON, announcer at WINS, New York, and Miss Marian Carter Breed, of Corning, N. Y., were married in the Cathedral at Garden City, L. I., Aug. 25. They spent their honeymoon in Nova Scotia.

MISS B. (Tiny) TARPLEY has quit the *New York Herald-Tribune* Syndicate to join the press relations department of WOR, Newark.

ROY GEORGE formerly with WAPI, Birmingham, and more recently with KNOW, Austin, Tex., has joined the announcing staff of KTSA, San Antonio, Tex. Irwin Baum, formerly of KONO, San Antonio, also has joined the staff.

JOHN F. QUAYLE, formerly with CBS, has been appointed assistant director of program operations of WMCA and ABS under Burt McMurtrie.

W. H. HARDY, recently of California, has been named general manager of WBCM, Gulfport, Miss. Hamilton Lee and James Hutchins will be associated with him.

HUGH STUDEBAKER, WBBM, Chicago, announcer, has been forced to take a leave of absence because of throat infection.

JERRY MOHR, announcer who transferred two months ago from the CBS New York headquarters to WTIC, Hartford, has been absent from the studio several weeks, owing to illness.

IN THE CONTROL ROOM

ALTON HART, formerly with KUOA, Fayetteville, Ark., has joined the engineering staff of KTUL, Tulsa, Okla.

CLARK SAUNDERS, chief engineer of KIDO, Boise, Ida., and Mrs. Saunders are parents of a daughter, born in August.

J. H. DeWITT, Jr., chief engineer of WSM, Nashville, flew to Washington in August to represent WSMB, New Orleans, as technical advisor in its wave length controversy with WADC, Akron.

C. T. LEE has been appointed chief engineer of WSGN, Birmingham, replacing G. F. Bishop.

JOSEPH NOVY, control operator of the CBS Chicago division, was cut and bruised in an automobile collision near Chicago in late August.

E. H. HANSON, chief sound engineer for the Fox Film studios in Hollywood, has transferred his patent rights on a recording lead screw device to the Universal Microphone Co., Inglewood, Calif. The company will use the device on its recorders for radio stations, whereby broadcasters can keep permanent records of their programs and auditions.

Advertisers, WLS Take 2,000 Children to Fair

WLS, Chicago, in cooperation with its listeners and several local manufacturers, this summer is providing 2,000 orphaned, crippled and underprivileged youngsters with "The thrill of a lifetime." Each Thursday, from Aug. 23 to the closing of A Century of Progress on Oct. 31, 250 children are entertained on the Exposition grounds.

Homer Griffith, "Friendly Philosopher" of WLS, conceived the idea. His appeal to listeners for funds to carry out the program is meeting with ready response. Enough contributions were received at the station during the first two weeks to take 1,000 children to the Fair. Business organizations cooperating with WLS in providing food, transportation and entertainment include, each week, The Ford Motor Co., Curtiss Candy Co., Mars Candy Co., Wm. Wrigley, Jr., Co., Swift & Co., and A Century of Progress.

Noted Artists Undertake "Radio Schools" Expose

A COMMITTEE has been formed, with Mark Warnow as chairman, to expose the racket in radio schools, which are now reported to be flourishing in many large cities of the country. Many of them use spurious testimonials over the signatures of nationally known artists to lure pupils whom they promise to build up to star proportions.

In addition to Warnow, Johnny Green, Everett Marshall, Frank Crumit and the "Voice of Experience" have found their names being used in this connection, and they constitute the committee. The "Voice of Experience" will devote some of his time on the air to warning the public against the racket, which flourished in the movie business until publicity killed it.

● By permission of the Radio Commission—

1030 Kc.
CKLW
550 1500

The Most Strategic Position on The Dial—in the Middle!

1030 kc

CKLW—the only Columbia outlet in the vast Detroit area—consistently broadcasts more network and local commercial programs than any other local network station! That's why you should use CKLW.

Member COLUMBIA Basic Network

CKLW
THE INTERNATIONAL STATION

5,000 Watts
1030 Kc.
In the Middle of the Dial

Windsor offices—
Guaranty Trust Bldg.,
Phone—4-1155

Detroit offices—
Union Guardian Bldg.,
Phone—CAdillac 7200

Advertising Agencies Buy Power and Network Affiliation

We have neither, so why tell them that **KFEL** carries a higher percentage of local advertising than any Colorado Station

ALBANY HOTEL **KFEL** DENVER

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHEC, Rochester, N. Y.

Doyle Texaco Co., Rochester (Texaco gasoline), baseball game reports, renewal for September, thru Hutchins Advertising Co., Rochester.
Wolverine-Empire Refining Co., Oil City, Pa. (Wolf's Head oil), weekly *sp*, 20 weeks direct.
Tide Water Oil Co., Pittsford, N. Y. (Tydol gasoline), 6 *sp* weekly, 13 weeks, direct.
Pure Quill Gasoline Co., Rochester, weekly *sp*, 26 weeks, thru Stewart, Hanford & Forman, Rochester.
Carter Medicine Co., New York (liver pills), 100 *sa*, thru Spot Broadcasting, Inc., N. Y.
Kellogg Sales Co., Battle Creek, Mich. (Corn Flakes), 26 daily *t*, direct.
American Oil Co., Baltimore (Amoco gasoline), 56 *sa*, thru Joseph Katz Agency, Baltimore.
Sunny Sol Co., Inc., Leroy, N. Y. (Sunny Sol), 15-minute *t*, once weekly, 52 weeks, thru Hughes-Wolfe Co., Rochester.
Graybar Electric Co., Syracuse (Kelvinator), 52 daily *sa*, direct.
Firestone Rubber Co., Rochester branch (tires), 26 *sa*, direct.
Chevrolet Motor Co., Detroit, 30 *sp*, thru Hart-Conway Co., Rochester.
Philip Morris & Co., New York (cigarettes), 100 *sa*, thru Biow Co., N. Y.

KMOX, St. Louis

Walgreen Drug Co., Chicago, daily time signals, thru Bade B. Epstein, Chicago.
National Toilet Co., Paris, Ky. (Nadinola face powder), 3 *sp* weekly, thru Roche, Williams & Cynnyngham, Chicago.
Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes), daily time signals, thru Batten, Barton, Durstine & Osborn, N. Y.
Philip Morris & Co., New York (cigarettes), daily time signals, thru Biow Co., N. Y.
Ball Brothers, Muncie, Ind. (fruit jars), 2 *sp* weekly, 13 weeks, thru Applegate Advertising Co., Muncie.
Bristol-Myers Co., New York (Ingram face cream), weekly *t*, 13 weeks, thru Thompson-Koch, Cincinnati.
Saunders Chemical Co., St. Louis ("Flight"), daily *sa*, direct.

KIDO, Boise, Ida.

Blatz Brewing Co., Milwaukee (beer) 50 *sa*, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.
United Drug Co., Boston (Rexal products), 4 *t*, thru NBC.
Sego Milk Products, Salt Lake City (Sego milk), 52 *t*, thru L. S. Gillham Co., Salt Lake City.
Crazy Crystals Co., Salt Lake City, 5 *t* weekly, 52 weeks, direct.
R. L. Watkins Co., New York (Dr. Lyons tooth powder), 6 *t*, thru Blackett-Sample-Hummert, Inc., N. Y.
Morning Milks Co., Salt Lake City (Morning milk), 2 *sp* weekly, 52 weeks, direct.
Amalgamated Sugar Co., Boise, 6 *sp* weekly, 26 weeks, direct.

WIND, Gary, Ind.

Dollar Crystal Co., Omaha (Texas Crystals), 2 *sp* daily, 26 weeks, direct.
The Knox Co., Kansas City (Cystex), 26 *sp*, thru Dillon & Kirk, Kansas City.

KNX, Hollywood

Dodge Motor Co., Detroit, daily *sa*, 1 month, thru Ruthrauff & Ryan, Chicago.
Gardner Nurseries, Osage, Iowa (plants), 3 *t*, thru Northwest Radio Advertising, Seattle.
Signal Oil Co., Los Angeles, daily news flashes, 1 month, thru Logan & Stebbins, Los Angeles.
Thomas J. Lipton, Inc., Hoboken, N. J. (tea), daily *sp*, 3 months, thru Frank Presbrey, N. Y.
Richfield Oil Co., Los Angeles, 5 *t* weekly, thru Henry Bernsten, Los Angeles.
Rio Grande Oil Co., Los Angeles, 2 *sp* weekly, 1 year, thru Hixson-O'Donnell, Los Angeles.

KOMA, Oklahoma City

Watchtower Society (Judge Rutherford lectures), 52 *t* weekly, thru local organization.
Hotel Jefferson, St. Louis, 20 *sa*, thru Budke-Connell Advertising Agency, St. Louis.
Knox Co., Kansas City (Cystex), 26 *sa*, thru Dillon & Kirk, Kansas City.
Victory Wilson, Inc., Dallas (merchandise), renewal 100 *sp*, thru local distributor.
Charles M. Sledd Co., Oklahoma City (Phillip Morris cigarettes), 30 *a*, thru local distributor.

KTUL, Tulsa, Okla.

Knox Co., Kansas City (Cystex), weekly *t*, 26 weeks, thru Dillon & Kirk, Kansas City.
Sendol Co., Kansas City (proprietaries), 302 *sa*, thru Hogan Advertising Agency, Kansas City.
Hemphill-Diesel School, Los Angeles (engineering course), 2 *t*, thru R. H. Alber Agency, Los Angeles.
Waunita, Hot Springs, Colo. (resort), 31 *sa*, thru Harry Atkinson, Inc., Chicago.
Hotel Jefferson, St. Louis, 15 *sa*, thru Budke-Connell Agency.

WJZ, New York

Modern Food Process Co., Philadelphia (Thrive dog food), 1 *sp* weekly, thru The Clements Co., Philadelphia.

WOR, Newark

New York Evening Post, 3 special 15-minute *sp* fed from WNEW, Newark.
French Lick Springs Hotel Co., French Lick Springs, Ind. (Pluto Water), 89 daily 5-minute programs, thru E. W. Kastor & Sons, Chicago.
Justrite Co., Milwaukee (bird seed), Sundays, 1-1:15 p. m., 26 weeks, thru Gustav Marx Advertising Agency, Milwaukee.

KPO, San Francisco

Richfield Oil Co. of California, Los Angeles, 5 *t* weekly, thru H. C. Bernsten, Los Angeles.
Cardinet Candy Co., Oakland, Cal., weekly *sp*, thru Tomaschke-Elliott, Inc., Oakland.
U. S. Tobacco Co., New York (Dill's Mixture), weekly *t*, thru McCann-Erickson, Inc., N. Y.
Harold F. Ritchie Co., Ltd., New York (Eno Salts), 2 *t* weekly, thru N. W. Ayer & Son, N. Y.

KFI, Los Angeles

Dodge Motor Co., Detroit, 5 *ta*, thru Ruthrauff & Ryan, Chicago.
Lever Bros., Cambridge, Mass., (Lifebuoy soap), 3 *t* weekly, 52 times, thru Ruthrauff & Ryan, Chicago.

WHP, Harrisburg, Pa.

Ironized Yeast Co., Atlanta, 3 *t* weekly, 9 weeks, thru Ruthrauff & Ryan, N. Y.
Dodge Motor Corp., Detroit, 5 *t* weekly, 1 week, thru Ruthrauff & Ryan, N. Y.

KTSA, San Antonio

Bond Electric Corp., Jersey City, N. J. (flashlights), weekly *t*, 13 weeks, thru General Broadcasting Co., N. Y.

CAMPBELL CEREAL Co., Northfield, Minn. (Malto Meal) is placing 5-minute transcription programs in numerous cities, including Los Angeles, Indianapolis, Milwaukee, Minneapolis, Chicago, Dallas, Detroit, San Antonio, St. Louis, Cincinnati, Kansas City. The agency is Mitchell-Faust, Inc., Chicago.

Courtesy of Nation's Business

BUSINESS CONDITIONS—This map represents business conditions in every state as shown in the September issue of "Nation's Business," official publication of the United States Chamber of Commerce. Although only scattered "good" spots are shown, it is pointed out that business programs are being expanded everywhere to provide the driving force for an autumn upturn.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

A. C. GILBERT Co., New Haven, Conn. (Erector sets, toys), on Oct. 19 starts "Thrills of Tomorrow," dramatic show, on 12 eastern NBC-WEAF stations, Fridays, 6-6:15 p. m., EST. Agency: Charles W. Hoyt, N. Y.

UNITED DRUG Co., Boston, on Oct. 14 starts Kansas City Symphony Orchestra on 39 NBC-WJZ and supplementary stations, Sundays, 4-4:30 p. m., EST. Agency: Street & Finney, N. Y.

EMERSON DRUG Co., Baltimore (Bromo Seltzer) on Oct. 12 starts undetermined program on 17 NBC-WJZ stations, Fridays, 8:30-9 p. m., EST. Agency: J. M. Mathes, Inc., N. Y.

JOHNS-MANVILLE Corp., New York (roofing), on Sept. 15 starts Floyd Gibbons and orchestra on 33 NBC-WEAF and supplementary stations, Saturdays, 7:45-8 p. m., with repeat for 8 additional NBC-KPO stations at 12 midnight-12:15 a. m. Agency: J. Walter Thompson Co., N. Y.

LEVER BROTHERS, Cambridge, Mass. (Lux soap), on Oct. 7 starts dramatizations from outstanding plays on 38 NBC-WJZ and supplementary stations, Sundays, 2:30-3:30 p. m., EST. Agency: J. Walter Thompson Co., N. Y.

CARLSBAD PRODUCTS Co., New York (Carlsbad Sprudel Salts), on Oct. 7 starts undetermined program on 20 NBC-WEAF stations, Sundays, 4:30-5 p. m., EST. Agency: H. M. Kiesenwetter Advertising Agency, N. Y.

EMERSON DRUG Co., Baltimore (Cromo Seltzer) on Sept. 5 started "All About You," with Harold Sherman, psychologist, on 7 eastern CBS stations, Mondays, Wednesdays and Fridays, 10:30-10:45 a. m. Agency: J. M. Mathes, Inc., N. Y.

REPUBLICAN State Committee of Massachusetts (state gubernatorial campaign) on Sept. 23 starts a series of thirty 15-minute periods and two 1-hour periods on 5 Yankee Network stations, through Nov. 5, varying evening time. Agency: H. B. Humphrey Co., Boston.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Sept. 15 starts "The Gibson Family," musical comedy, on 32 NBC-WEAF and supplementary stations, Saturdays, 9:30-10:30 p. m. Agency: The Blackman Co., N. Y.

STERLING PRODUCTS, Inc., New York (Phillips Milk of Magnesia), on Sept. 28 renews "Waltz Time," with Vivienne Segal, Frank Munn and Abe Lyman's orchestra, on 18 NBC-WEAF stations, Fridays, 9-9:30 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

GENERAL FOODS Corp., New York (Log Cabin syrup) on Oct. 3 starts Lew White, organist; Lanny Ross, Gloria LaVey, 8-voice chorus and orchestra on 13 NBC-WJZ stations, Wednesdays, 8:30-9 p. m., EST, with repeat at 11:30-12 midnight for 8 NBC-KPO stations. Agency: Benton & Bowles, N. Y.

WELCH GRAPE JUICE Co., Chicago, on Oct. 5 starts Irene Rich in dramatic scenes of Hollywood on 17 NBC-WJZ stations, Fridays, 8-8:15 p. m., EST. Agency: H. W. Kastor & Sons, Chicago.

THOMAS J. LIPTON, Inc., Hoboken, N. J. (tea), on Sept. 10 started "Blue Monday Jamboree," variety show with Harrison Holliway, master of ceremonies, on 13 Don Lee-CBS stations, from KFRC, San Francisco, 8 p. m., PST. Agency: Frank Presbrey Co., New York City.

NO LIARS HERE!

Figures don't lie and these purveyors of truth certainly tell a mighty powerful story about the popularity of WWVA!

Saturday night, August 25, marked the 74th consecutive Saturday night public appearance of the famous WWVA Midnight Jamboree and wound up August as the biggest month of the Jamboree's existence. 11,128 WWVA listeners PAID their way into the Capitol Theatre to see their favorite stars perform during the month. Here are the exact truth tellers:

August 4	3,087
August 11	3,192
August 18	2,469
August 25	2,380
Total Admissions	11,128

The experienced showman will agree that it is next to impossible to pack in 11,128 "Paids" in four consecutive shows from a town of 65,000—particularly so after that show has run for 74 straight weeks—and that's sense! But you can bet your bottom dollar that the WWVA Jamboree pulled its 11,128 fans during August from a lot of territory outside of Wheeling. Eastern Ohio, Western Pennsylvania and Southern West Virginia contributed plenty fans to make up this amazing total.

All of which proves that we're not liars when we say you've got to consider WWVA if you want to effectively reach Eastern Ohio, Western Pennsylvania and West Virginia via the radio route.

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives
J. H. McGillvra, 485 Madison Ave., New York City
John Kettlewell
634 Palmolive Bldg.
Chicago, Ill.

PACKARD MOTOR CAR Co., Detroit, on Sept. 18 starts "Packard Cavalcade" with Lawrence Tibbett, orchestra and John B. Kennedy as master of ceremonies on basic NBC-WJZ network plus CRCT and CFCF, Tuesdays, 8:30-9:15 p. m. Agency: Young & Rubicam, N. Y.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Crystals) on Sept. 9 started program on basic NBC-WEAF network, Sundays, 2:30-3 p. m. Agency: Bowman & Crane, N. Y.

MOLLE Co., Bedford, O. (shaving cream) on Oct. 5 starts program to be determined on basic NBC-WJZ network, Friday's, 10-10:30 p. m., EST. Agency: Stack-Goble Advertising Co., Chicago.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints, etc.) on Sept. 13 started "Smilin' Ed McConnell" on 24 CBS stations, Thursdays, 12:30-12:45 p. m. Same account has also renewed its Sunday program, 6:30-6:45 p. m., for another year, starting Jan. 6, 1935, on 22 NBC-WEAF stations. Agency: Henri, Hurst & McDonald, Chicago.

WYETH CHEMICAL Co., New York (Hill's nose drops) on Sept. 30 starts program to be determined on 48 CBS stations, Sundays, 2:30-3 p. m., EST. Agency: Blackett-Sample-Hummert, Inc., N. Y. (A. S. Boyle show scheduled to start at this time Sept. 30 shifts to Sundays, 2-2:30 p. m., both accounts being subsidiaries of American Home Products Corp.)

STERLING PRODUCTS, Inc., Wheeling, W. Va. (Bayer aspirin) on Oct. 2 renews "Lavender and Old Lace," with Hazel Glenn and Frank Munn" on 22 CBS stations, Tuesdays, 8-8:30 p. m., EST. Same sponsor for Phillips milk of magnesia on Oct. 2 renews "Melodiana" with Vivienne Segal, Oliver Smith and Abe Lyman's orchestra on 25 CBS stations, Tuesdays, 8:30-9 p. m., EST. Agency: Blackett-Sample-Hummert, Inc., N. Y.

BANK OF AMERICA, San Francisco, on Aug. 22 renewed "Treasures of Time" on 8 Don Lee-California stations, Wednesdays, 8-8:30 p. m., PST. Agency: Chas. R. Stewart, San Francisco.

RIO GRANDE OIL Co., Los Angeles (oil and gas), on Sept. 19 renews "Calling All Cars" on 8 Don Lee-California stations, Wednesdays, 7-7:30 p. m., PST. Agency: Hixson-O'Donnell, Los Angeles.

ROCKET GASOLINE Co., Los Angeles, on Sept. 3 started mystery drama on 12 CBS-Don Lee Network stations, Mondays, Tuesdays, and Wednesdays, 7:45-8 p. m., PST. Agency: Beaumont & Hohman, Los Angeles.

GENERAL MILLS, San Francisco (flour), on Aug. 30 renewed "Feminine Fancies" on 12 CBS-Don Lee Network stations, Thursdays, 3:20-3:30 p. m., PST. Agency: Sylvester Agency, San Francisco.

HANCOCK OIL Co., Los Angeles (oil and gas), on Aug. 2 started "Barnyard Serenade" on 8 Don Lee-California stations, Thursdays, 8:30-9 p. m., PST. Agency: Chas. H. Mayne Co., Los Angeles.

J. A. FOLGER Co., San Francisco (coffee) on Sept. 18 renews "Lee Roberts and His Old Memory Box" on 4 NBC-KPO stations, Tuesdays, Fridays and Sundays, 9-9:15 a. m., PST. Agency: Botsford - Constantine & Gardner, San Francisco.

SPERRY FLOUR Co., San Francisco, has renewed for Sept. 5 and 12, Oct. 24 and Dec. 5 only, in "Woman's Magazine of the Air" on 5 NBC-KPO stations, Wednesdays, 11:10-11:30 a. m., PST. Agency: Westco Advertising Agency, San Francisco.

PARAFFINE COMPANIES, Inc., San Francisco, on Sept. 6 renewed on "Woman's Magazine of the Air" on 6 NBC-KPO stations, Thursdays, 10:40-11 a. m., PST, with KTAR added Oct. 25. Agency: Emil Brisacher & Staff, San Francisco.

NBC CHANGES: M. J. Breitenbach Co. program, scheduled to start Oct. 14, will start on that date, but time will be 2-2:15 p. m., EST; Dr. Miles Laboratories "National Farm Dance" on Sept. 15 shifts to Saturdays, 9:30-10:30 p. m. and 11-12 midnight; Mohawk Carpet Mills' "Mohawk Treasure Chest" on Sept. 9 shifted to Sundays, 2-2:30 p. m., retaining Thursday program, 12-12:15 noon; Molle Co. program, starting Oct 1, will be carried Mondays and Thursdays, 7:30-7:45 p. m., EST; Provident Mutual Life Insurance Co.'s "Story Behind the Claim," starting Oct. 2, will shift time to Tuesdays, 9:15-9:30 p. m., EST, with repeat 1:15-1:30 a. m. EST.

VICK CHEMICAL Co., Greensboro, N. C. (Vick's Vaporub and throat drops) on Oct. 7 starts "Vick's Open House" with Freddy Martin's orchestra and other talent to be announced on 60 CBS stations, Sundays, 5-5:30 p. m., EST. Agency: Young & Rubicam, N. Y.

Texas Net Formed

FORMATION of the Texas Quality Group, a network comprising WFAA, Dallas, WBAP, Fort Worth, WOAI, San Antonio and KPRC, Houston, was announced Sept. 5 by Martin Campbell, manager of WFAA. The state network is scheduled to begin operations with permanent telephone lines Sept. 10. The four stations have a combined power of 101,000 watts.

Local Acts to be Used In Vick Series on CBS

TYLER DAVIS, of the Vick Chemical Co., Greensboro, N. C., and Hubbell Robinson, Jr., account executive of Young & Rubicam, New York, were to go to Cleveland Sept. 7 to audition a local artist for the new Vick series shortly to start on CBS. The tentative plan of the series is to have a leading local act in each city having a CBS outlet carrying the Vick series, and picked with the aid of local radio editors, take part in one of the broadcasts, going to New York at the sponsor's expense for the show. The CBS series, titled "Vick's Open House" starts on 60 stations Oct. 7, to be heard Sundays, 5-5:30 p. m., EST. Vick also has signed for 17 NBC-WJZ stations starting Oct. 1, programs to be heard Mondays, Wednesdays and Fridays, 7:15-7:30 p. m., EST.

OVERCOMING PRESS ANTAGONISM

WOC-WHO Evolves Four Publicity Channels, Including Page and Half of Display Advertising

THE PUBLICITY problem in a city where the only daily newspaper, with a radio station of its own, refuses space, has been satisfactorily solved by WOC-WHO, Des Moines. Program publicity, as well as institutional promotion, is handled through four mediums—regular station break announcements, a page and a half of paid publicity in a local weekly newspaper, a Crystal Studio each year at the Iowa State Fair, and personal appearances of staff artists in all important centers of the state.

Promotional Plugs

ANNOUNCERS use promotion plugs whenever the length of a stand-by period permits. Usually they are very brief, typical examples being:

Only one radio station in the United States has more power than WOC-WHO.

It cost a quarter of a million dollars to build and equip the WOC-WHO transmitter.

Fifteen engineers are required to run WOC-WHO.

Fifty persons that you never hear on the air are required to keep station WOC-WHO running.

In addition, longer announcements citing the regular correct time service of the station are read when time permits. Here is a typical one:

Attention! Car owners with your radios turned on, now riding in Iowa, Nebraska, Illinois, Missouri, and Minnesota! In a few moments you will hear our time signal that sounds like a peep. This gives you the correct time on the hour and half hour all day long. You can use it instead of your watch to keep track of time.

The new slogan read frequently by announcers is, "For the best on the air, stay tuned to WOC-WHO." All plugs are similar, on the theory that only constant repetition of an idea gets results.

This summer WOC-WHO arranged with the *Des Moines Dispatch*, a weekly newspaper with a city-wide circulation, to run a page and a half of publicity for the station in each issue. Copy is prepared and the pages are made up by the publicity staff of WOC-WHO. To publicize the page itself, announcements are read over the air with additional information about subscription rates to the paper. The result was an 100 per cent increase in the city and state circulation for the *Dispatch* in little more than a month's time. Advertising space is at a premium on the radio page.

With its own publicity space, WOC-WHO now runs stories on programs, star and station personalities, pictures and complete and accurate program schedules.

Promotion at Fair

AN ADDITIONAL piece of promotion is the Crystal Studio at the Iowa State Fair. All daytime local programs are broadcast from there throughout the exposition.

This year a special four-page edition of the *Dispatch* radio page, containing complete news about Crystal Studio programs, as well as numerous feature stories about WOC-WHO artists and executives, was distributed to Crystal Studio visitors. This special edition was also distributed to radio dealers throughout the state.

Briggs Tobacco Account

BRIGGS Smoking Tobacco, a product of P. Lorillard & Co., New York, on Oct. 6 will begin a 15-minute sports review program over a basic NBC-WEAF network, featuring Thornton Fisher, sports writer and cartoonist. Scheduled for each Saturday evening, the program at the outset will review major football games of that day. Lennen & Mitchell, Inc., New York, handles the account.

Radio Stations in the United States

Explanation: The first column of figures indicates the frequency in kilocycles, the second the power in watts. An asterisk (*) preceding the figure indicates that higher power is used during the daytime. *Italics* indicate that the station has reported it does not sell time.

ALABAMA

Anniston		
WAMC	1420	100
Birmingham		
WAPI	1140	5,000
Birmingham		
WBRC	930	1,000
Birmingham		
WSGN	1310	100
Dothan		
WAGF	1370	100
Gadsden		
WJBY	1210	100
Huntsville		
WBHS	1200	100
Mobile		
WALA	1380	500
Montgomery		
WSFA	1410	500
Muscle Shoals City		
WNRA	1420	100

ARIZONA

Jerome		
KCRJ	1310	100
Lowell		
KSUN	1200	100
Phoenix		
KOY	1390	*500
Phoenix		
KTAR	620	1,000
Prescott		
KPJM	1500	100
Tucson		
KGAR	1370	*100
Tucson		
KVOA	1260	500
Yuma		
KUMA	1420	100

ARKANSAS

Blytheville		
KLCN	1290	100
Fayetteville		
KUOA	1260	1,000
Fort Smith		
KFPW	1210	100
Hot Springs		
KTHS	1060	10,000
Little Rock		
KARK	890	*250
Little Rock		
KGHI	1200	*100
Little Rock		
KLRA	1390	*1,000
Paragould		
KBTM	1200	100
Pine Bluff		
KOTN	1500	100
Texarkana		
KCMC	1420	100

CALIFORNIA

Bakersfield		
KERN	1370	100
Berkeley		
KRE	*1370*	*100*
Beverly Hills		
KMPC	710	500
Burbank		
KELW	*780*	*500*
El Centro		
KXO	1500	100
Eureka		
KIEM	1210	100
Fresno		
KMJ	580	500
Glendale		
KIEV	850	100
Hollywood		
KFWB	950	1,000
Long Beach		
KFOX	1250	1,000
Long Beach		
KGER	1360	1,000
Los Angeles		
KECA	1430	1,000
Los Angeles		
KFAC	1300	1,000
Los Angeles		
KFI	640	50,000
Los Angeles		
KFSG	*1120*	*500*
Los Angeles		
KFVD	1000	250
Los Angeles		
KGFJ	1200	100
Los Angeles		
KHJ	900	1,000
Los Angeles		
KMTR	570	1,000
Los Angeles		
KNX	1050	50,000
Los Angeles		
KRKD	1120	500
Los Angeles		
KTM	780	*500
Modesto		
KTRB	740	250
Oakland		
KLS	1440	250
Oakland		
KLX	880	1,000
Oakland		
KROW	930	1,000
Pasadena		
KPPC	*1210*	*50*
Sacramento		
KFBK	1310	100
San Bernardino		
KFXM	1210	100
San Diego		
KFSD	600	1,000
San Diego		
KGB	1330	1,000
San Francisco		
KFRC	610	1,000
San Francisco		
KGGC	1420	100
San Francisco		
KGO	790	7,500
San Francisco		
KJBS	1070	100
San Francisco		
KPO	680	50,000
San Francisco		
KTAB	560	1,000
San Francisco		
KYA	1230	1,000
San Jose		
KQW	1010	500
Santa Ana		
KREG	1500	100
Santa Barbara		
KDB	1500	100
Stockton		
KGDM	1100	250
Stockton		
KWG	1200	100

COLORADO

Alamosa		
KGIW	1420	100
Colorado Springs		
KVOR	1270	1,000
Denver		
KFEL	920	500
Denver		
KLZ	560	1,000
Denver		
KOA	830	50,000
Denver		
KPOF	*880*	*500*
Denver		
KVOD	920	500
Grand Junction		
KFXJ	1200	100
Greeley		
KFKA	880	*500
Lamar		
KIDW	1420	100
Pueblo		
KGHF	1320	*250
Yuma		
KGEK	1200	100

CONNECTICUT

Bridgeport		
WICC	600	500
Hartford		
WDRC	1330	1,000
Hartford		
WTIC	1040	50,000
Storrs		
WCAC	*600*	*500*
Waterbury		
WATR	1190	100

DELAWARE

Wilmington		
WDEL	1120	*250
Wilmington		
WILM	1420	100

DISTRICT OF COLUMBIA

Washington		
WJSV	1460	10,000
Washington		
WMAL	630	*250
Washington		
WOL	1310	100
Washington		
WRC	950	*500

FLORIDA

Clearwater		
WFLA-WSUN	620	*1,000
Gainesville		
WRUF	830	5,000
Jacksonville		
WJAX	900	1,000
Jacksonville		
WMBR	1370	100
Miami		
WIOD-WMBF	1300	1,000
Miami		
WQAM	560	1,000
Orlando		
WDBO	580	*250
Pensacola		
WCOA	1340	500
Tampa		
WDAE	1220	*1,000

GEORGIA

Albany		
WGPC	1420	100
Athens		
WTFI	1450	500
Atlanta		
WGST	890	*500
Atlanta		
WSB	740	50,000
Augusta		
WRDW	1500	100
Columbus		
WRBL	1200	100
La Grange		
WKEU	1500	100
Macon		
WMAZ	1180	500
Oglethorpe U.		
WJTL	*1370*	*100*
Rome		
WRGA	1500	100
Savannah		
WTOC	1260	500
Thomasville		
WQDX	1210	100

IDAHO

Boise		
KIDO	1350	1,000
Idaho Falls		
KID	1320	*250
Nampa		
KFXD	1200	100
Pocatello		
KSEI	890	*250
West Twin Falls		
WTFI	1240	1,000

ILLINOIS

Carthage		
WCAZ	1070	100
Chicago		
KYW	1020	10,000
Chicago		
WAAF	920	500
Chicago		
WBBM	770	25,000
Chicago		
WCFL	970	1,500
Chicago		
WCRW	1210	100
Chicago		
WEDC	1210	100
Chicago		
WENR	870	50,000
Chicago		
WGES	1360	*500
Chicago		
WGN	720	50,000
Chicago		
WJJD	1130	20,000
Chicago		
WLS	870	50,000
Chicago		
WMAQ	670	5,000
Chicago		
WMBI	*1080*	*5,000*
Chicago		
WSBC	1210	100
Cicero		
WEHS	1420	100
Cicero		
WHFC	1420	100
Cicero		
WKBI	1420	100
Decatur		
WJBL	1200	100
East Dubuque		
WKBB	1500	100
Harrisburg		
WEBQ	1210	100
Joliet		
WCLS	1310	100
La Salle		
WJBC	1200	100
Peoria		
WMBD	1440	*500
Quincy		
WTAD	1440	500
Rockford		
WROK	1410	500
Rock Island		
WHBF	1210	100
Springfield		
WCBS	1210	100
Springfield		
WTAX	1210	100
Tuscola		
WDZ	1070	100
Urbana		
WILL	*890*	*250*
Zion		
WCBD	1080	5,000

INDIANA

Anderson		
WHBU	1210	100
Elkhart		
WTRC	1310	*50
Evansville		
WGBF	630	500
Fort Wayne		
WGL	1370	100
Fort Wayne		
WOWO	1160	10,000
Gary		
WIND	560	1,000
Hammond		
WWAE	1200	100
Indianapolis		
WFBM	1230	1,000
Indianapolis		
WKBF	1400	500
Muncie		
WLBC	1310	*50
Richmond		
WKBV	1500	100
South Bend		
WFAM	1200	100
South Bend		
WSBT	1360	500
Terre Haute		
WBOW	1310	100
West Lafayette		
WBAA	*1400*	*500*

IOWA

Ames		
WOI	*640*	*5,000*
Boone		
KFGQ	*1370*	*100*
Carter Lake		
KICK	1420	100
Cedar Rapids		
KWCR	1430	250
Council Bluffs		
KOIL	1260	1,000
Decorah		
KGCA	1270	100
Decorah		
KWLC	*1270*	*100*
Des Moines		
KSO	1320	250
Des Moines		
WOC-WHO	1000	50,000
Iowa City		
WSUI	*880*	*500*
Marshalltown		
KFJB	1200	*100
Shenandoah		
KFNF	890	*500
Shenandoah		
KMA	930	*1,000
Sioux City		
KSCJ	1330	*1,000
Waterloo		
WMT	600	1,000

KANSAS

Abilene		
KFBI	1050	5,000
Coffeyville		
KGGF	1010	1,000
Dodge City		
KGNO	1340	250
Kansas City		
WLBF	1420	100
Lawrence		
KFKU	*1220*	*1,000*
Lawrence		
WREN	1220	1,000
Manhattan		
KSAC	*580*	*500*
Topeka		
WIBW	580	1,000
Wichita		
KFH	1300	1,000

KENTUCKY

Covington		
WCKY	1490	5,000
Lexington		
WLAP	1420	*100
Louisville		
WAVE	940	1,000
Louisville		
WHAS	820	50,000
Paducah		
WPAD	1420	100

LOUISIANA

Baton Rouge		
WJBO	1420	100
Monroe		
KMLB	1200	100
New Orleans		
WBNO	1200	100
New Orleans		
WDSU	1250	1,000
New Orleans		
WJBW	1200	100
New Orleans		
WSMB	1320	500
New Orleans		
WWL	850	10,000
Shreveport		
KRMD	1310	100
Shreveport		
KTBS	1450	1,000
Shreveport		
KWEA	1210	100
Shreveport		
KWKH	850	10,000

MAINE

Augusta		
WRDO	1370	100
Bangor		
WABI	1200	100
Bangor		
WLBZ	620	500
Portland		
WCSH	940	*1,000
Presque Isle		
WAGM	1420	100

MARYLAND

Baltimore		
WBAL	1060 / 760	10,000 / 2,500
Baltimore		
WCAO	600	500
Baltimore		
WCBM	1370	*100
Baltimore		
WFBR	1270	500
Cumberland		
WTBO	800	250
Hagerstown		
WJEJ	1210	100

MASSACHUSETTS

Boston		
WAAB	1410	500
Boston		
WBZ	990	50,000
Boston		
WBZA	990	1,000
Boston		
WEEI	590	1,000
Boston		
WHDH	830	1,000
Boston		
WNAC	1230	1,000
Chelsea		
WMEX	1500	*100
Fall River		
WSAR	1450	250
Lexington		
WLLH	1370	*100
Needham		
WBSO	920	500
New Bedford		
WNBH	1310	*100
Springfield		
WMAS	1420	*100
Worcester		
WORC	1280	500
Worcester		
WTAG	580	500

MICHIGAN

Battle Creek		
WELL	1420	50
Bay City		
WBCM	1410	500
Calumet		
WHDF	1370	*100
Detroit		
WJBK	1500	100
Detroit		
WJR	750	10,000
Deroit		
WMBC	1420	*100
Detroit		
WWJ	920	1,000
Detroit		
WXYZ	1240	1,000
East Lansing		
WKAR	*1040*	*1,000*
Flint		
WFDF	1310	100
Grand Rapids		
WASH	1270	500
Grand Rapids		
WOOD	1270	500
Ironwood		
WJMS	1420	100
Jackson		
WIBM	1370	100
Kalamazoo		
WKZO	590	1,000
Lansing		
WJIM	1210	*100
Lapeer		
WMPC	*1220*	*100*
Ludington		
WKBZ	1500	100
Marquette		
WBEO	1310	100
Royal Oak		
WEXL	1310	50

MINNESOTA

Fergus Falls		
KGDE	1200	*100
Minneapolis		
WCCO	810	50,000
Minneapolis		
WDGY	1180	*1,000
Minneapolis		
WLB	*1250*	*1,000*
Minneapolis		
WTCN	1250	1,000
Moorhead		
KGFK	1500	100
Northfield		
WCAL	*1250*	*1,000*
St. Paul		
KSTP	1460	*10,000

MISSISSIPPI

Greenville		
WKFI	1210	100
Gulfport		
WGCM	1210	*100
Hattiesburg		
WPFB	1370	100
Jackson		
WJDX	1270	*1,000
Kosciusko		
WHEF	1500	*100
Laurel		
WAML	1310	100
Meridian		
WCOC	880	*500
Tupelo		
WJEM	990	500
Vicksburg		
WQBC	1360	*500

MISSOURI

Cape Girardeau		
KFVS	1210	100
Clayton		
KFUO	*550*	*500*
Columbia		
KFRU	630	500
Jefferson City		
WOS	*630*	*500*
Joplin		
WMBH	1420	*100
Kansas City		
KMBC	950	1,000
Kansas City		
KWKC	1370	100
Kansas City		
WDAF	610	1,000
Kansas City		
WHB	860	500
St. Joseph		
KFEQ	680	2,500
St. Louis		
KMOX	1090	50,000
St. Louis		
KSD	550	*500
St. Louis		
KWK	1350	1,000
St. Louis		
WEW	*760*	*1,000*
St. Louis		
WIL	1200	*100

XUM

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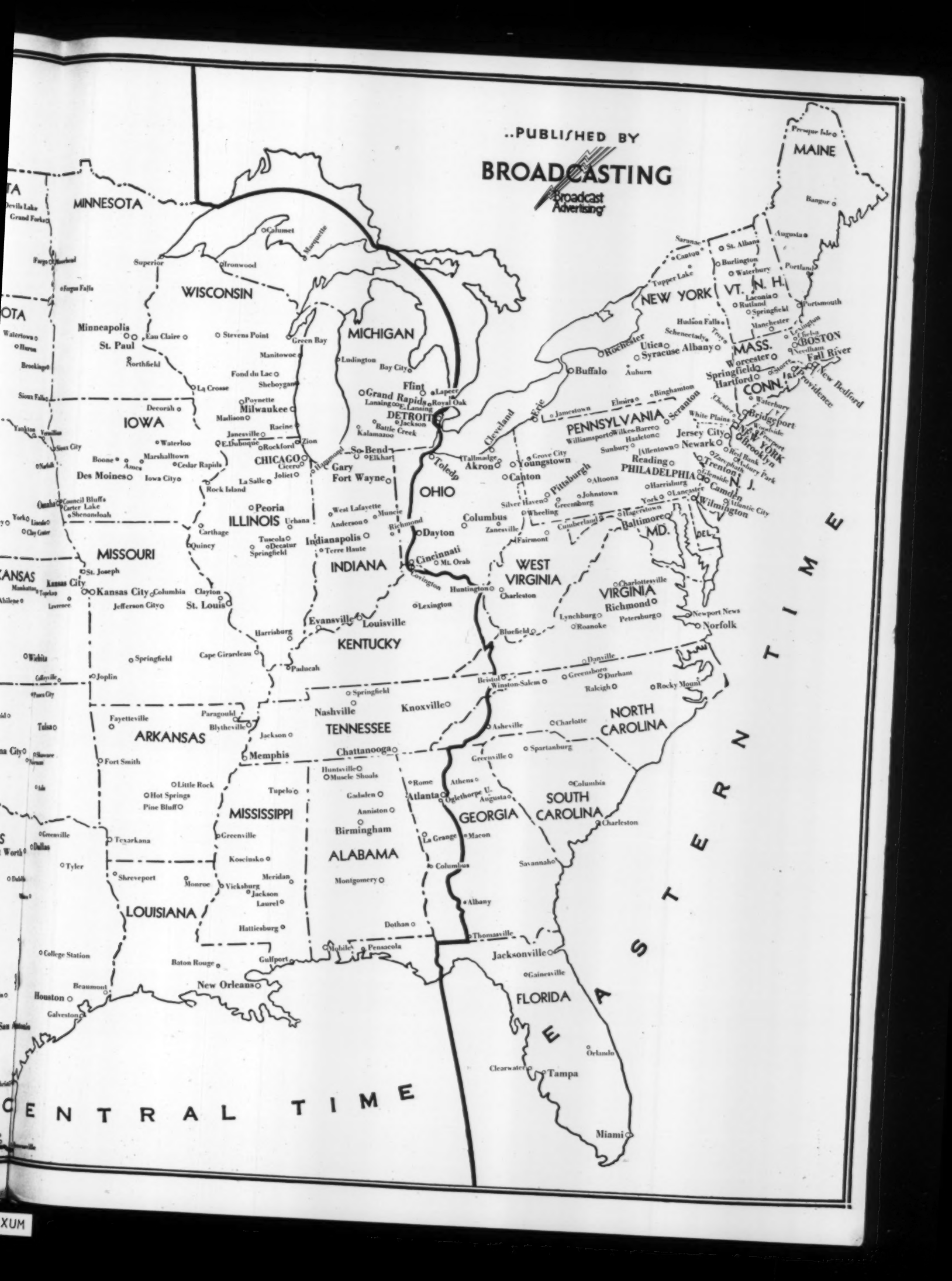
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Moline
Peoria
Joliet
Chicago
Gary
South Bend
Elkhart
Fort Wayne
Indianapolis
Terre Haute
Evansville
Louisville
Lexington
Cincinnati
Dayton
Columbus
Toledo
Cleveland
Akron
Canton
Youngstown
Pittsburgh
Erie
Buffalo
Rochester
Syracuse
Albany
Utica
Schenectady
Troy
Binghamton
Elmira
Scranton
Williamsport
Wilkes-Barre
Hazleton
Reading
Allentown
Philadelphia
Trenton
Camden
Wilmington
Atlantic City
Newark
Jersey City
New York
Brooklyn
Bridgeport
Hartford
Springfield
Worcester
Boston
Fall River
New Bedford
Providence
Portland
Augusta
Bangor
Manchester
Portsmouth
Rutland
Burlington
St. Albans
Saranac
Tupper Lake
Watertown
Fargo
Grand Forks
Devils Lake
Minot
Bismarck
Aberdeen
Sioux Falls
Yankton
Omaha
Council Bluffs
Lincoln
York
Hastings
Kansas City
St. Joseph
Topeka
Wichita
Joplin
Springfield
Cape Girardeau
Paducah
Harrisburg
Jefferson City
Columbia
Clayton
St. Louis
Quincy
Carthage
Decatur
Tuscola
Urbana
Danville
Muncie
Anderson
Richmond
Zanesville
Fairmont
Wheeling
Cumberland
Hagerstown
Baltimore
Harrisburg
Lancaster
York
Altoona
Johnstown
Greensburg
Silver Haven
Tallmadge
Grove City
Sunbury
Binghamton
Jamestown
Auburn
Flint
Grand Rapids
Lansing
Royal Oak
Detroit
Jackson
Battle Creek
Kalamazoo
Bay City
Ludington
Manistee
Muskegon
Traverse City
Escanaba
Marquette
Calumet
Ironwood
Superior
Duluth
Fergus Falls
Watertown
Huron
Brookings
Sioux Falls
Yankton
Norfolk
Omaha
Lincoln
Hastings
Grand Island
Kearney
North Platte
Scottsbluff
Cheyenne
Denver
Colorado Springs
Pueblo
Trinidad
Albuquerque
Santa Fe
Las Vegas
Amarillo
Lubbock
Abilene
Wichita Falls
Dallas
Fort Worth
Waco
Austin
San Antonio
Houston
Galveston
Beaumont
Port Arthur
Lake Charles
New Orleans
Baton Rouge
Gulfport
Biloxi
Mobile
Pensacola
Tallahassee
Jacksonville
Gainesville
Orlando
Tampa
Clearwater
Miami
Key West
Thomasville
Albany
Macon
Columbus
Savannah
Charleston
Florence
Wilmington
Raleigh
Durham
Greensboro
Winston-Salem
Asheville
Charlotte
Spartanburg
Greenville
Columbia
Rocky Mount
Norfolk
Newport News
Petersburg
Richmond
Charlottesville
Lynchburg
Roanoke
Bluefield
Charleston
Huntington
Ashland
Lexington
Knoxville
Chattanooga
Nashville
Memphis
Jackson
Meridian
Vicksburg
Laurel
Hattiesburg
Monroe
Shreveport
Texarkana
Fort Smith
Fayetteville
Paragould
Blytheville
Little Rock
Hot Springs
Pine Bluff
Tupelo
Corinth
Huntsville
Muscle Shoals
Gadsden
Anniston
Birmingham
Montgomery
Dothan
Atlanta
Athens
Rome
Augusta
Athens
La Grange
Columbus
Albany
Thomasville
Jacksonville
Gainesville
Orlando
Tampa
Clearwater
Miami
Key West
Pensacola
Mobile
Gulfport
Baton Rouge
New Orleans
Houston
Galveston
Beaumont
College Station
Tyler
Dallas
Fort Worth
Waco
Austin
San Antonio
Abilene
Wichita Falls
Lubbock
Amarillo
Albuquerque
Santa Fe
Las Vegas
Pueblo
Colorado Springs
Denver
Cheyenne
Scottsbluff
North Platte
Kearney
Grand Island
Hastings
Lincoln
Omaha
Norfolk
Sioux Falls
Brookings
Huron
Watertown
Fergus Falls
Devils Lake
Grand Forks
Fargo
Bismarck
Minot
Williston
Glendive
Miles City
Billings
Great Falls
Helena
Butte
Missoula
Kalispell
Spokane
Coeur d'Alene
Lewiston
Boise
Twin Falls
Pocatello
Idaho Falls
Salt Lake City
Ogden
Provo
Cedar City
Las Vegas
Reno
Carson City
Sacramento
San Francisco
Oakland
San Jose
Fresno
Bakersfield
Los Angeles
San Diego
Phoenix
Tucson
Yuma
Flagstaff
Gallup

Springfield
KGBX 1310 100
Springfield
KWTO 560 1,000

MONTANA

Billings
KGHL 780 *1,000
Butte
KGIR 1360 1,000
Great Falls
KFBB 1280 *1,000
Kalispell
KGEZ 1310 100
Missoula
KGVO 1200 100
Wolf Point
KGCX 1310 *100

NEBRASKA

Clay Center
KMMJ 740 1,000
Kearney
KGFW 1310 100
Lincoln
KFAB 770 5,000
Lincoln
KFOR 1210 *100
Norfolk
WJAG 1060 1,000
North Platte
KGNF 1430 500
Omaha
WAAW 660 500
Omaha
WOW 590 1,000
Scottsbluff
KGKY 1500 100
York
KGBZ 930 *500

NEVADA

Las Vegas
KGIX 1420 100
Reno
KOH 1380 500

NEW HAMPSHIRE

Laconia
WLNH 1310 100
Manchester
WFEA 1340 500
Portsmouth
WHEB 740 250

NEW JERSEY

Asbury Park
WCAP 1280 500
Atlantic City
WPG 1100 5,000
Camden
WCAM 1280 500
Jersey City
WAAT 940 500
Jersey City
WHOM 1450 250
Newark
WHBI 1250 *1,000
Newark
WNEW 1250 *1,000
Newark
WOR 710 5,000
Red Bank
WBRB 1210 100
Trenton
WTNJ 1280 500
Zarephath
WAWZ 1350 250

NEW MEXICO

Albuquerque
KGGM 1230 *250
Albuquerque
KOB 1180 10,000
Clovis
KICA 1370 100
Roswell
KGFL 1370 100

NEW YORK

Albany
WOKO 1430 *500
Auburn
WMBO 1310 100
Binghamton
WNBF 1500 100
Brooklyn
WARD 1400 500
Brooklyn
WBBC 1400 500
Brooklyn
WBBR 1300 1,000
Brooklyn
WCNW 1500 100
Brooklyn
WLTH 1400 500
Brooklyn
WMBQ 1500 100
Brooklyn
WVFW 1400 500
Buffalo
WBEN 900 1,000
Buffalo
WEBR 1310 *100
Buffalo
WGR 550 1,000
Buffalo
WKBW 1480 5,000
Buffalo
WSVS 1370 50
Canton
WCAD 1220 500
Chester Twp.
WGNY 1210 100
Elmira
WESG 1090 1,000
Freeport
WGBB 1210 100
Hudson Falls
WGLC 1370 100
Jamestown
WOCL 1210 50
New York
WABC-WBOQ .. 860 50,000
New York
WBNX 1350 250
New York
WEAF 660 50,000
New York
WEVD 1300 1,000
New York
WFAB 1300 1,000
New York
WHN 1010 1,000
New York
WINS 1180 1,000
New York
WJZ 760 50,000
New York
WLWL 1100 5,000
New York
WMCA 570 500
New York
WNYC 810 500
New York
WOV 1130 1,000
Rochester
WHAM 1150 50,000
Rochester
WHEC 1430 *500
Saranac Lake
WNBZ 1290 50
Schenectady
WGY 790 50,000
Syracuse
WFBL 1360 *1,000
Syracuse
WSYR-WSYU .. 570 250
Troy
WHAZ 1300 500
Tupper Lake
WHDL 1420 100
Utica
WIBX 1200 *100
White Plains
WFAS 1210 100
Woodside
WWRL 1500 100

NORTH CAROLINA

Asheville
WWNC 570 1,000
Charlotte
WBT 1080 50,000
Charlotte
WSOC 1210 *100
Durham
WDNC 1500 100
Greensboro
WBIG 1440 *500
Raleigh
WPTF 680 1,000
Rocky Mount
WEED 1420 100
Winston-Salem
WSJS 1310 100

NORTH DAKOTA

Bismarck
KFYR 550 *1,000
Devils Lake
KDLR 1210 100
Fargo
WDAY 940 1,000
Grand Forks
KFJM 1370 100
Mandan
KGCU 1240 250
Minot
KLPM 1240 250

OHIO

Akron
WJW 1210 100
Canton
WHBC 1200 100
Cincinnati
WFGE 1200 *100
Cincinnati
WKRC 550 1,000
Cincinnati
WLW 700 50,000
Cincinnati
WSAI 1330 *1,000
Cleveland
WGAR 1450 *500
Cleveland
WHK 1390 *1,000
Cleveland
WJAY 610 500
Cleveland
WTAM 1070 50,000
Columbus
WAIU 640 500
Columbus
WBNS 1430 *500
Columbus
*WOSU 570 *750*
Columbus
WSEN 1210 100
Dayton
WSMK 1380 200
Mt. Orab
WHBD 1370 100
Tallmadge
WADC 1320 1,000
Toledo
WSPD 1340 1,000
Youngstown
WKBN 570 500
Zanesville
WALR 1210 100

OKLAHOMA

Ada
KADA 1200 100
Elk City
KASA 1210 100
Enid
KCRC 1370 *100
Norman
WNAD 1010 500
Oklahoma City
KFXR 1310 *100
Oklahoma City
KGFG 1370 100
Oklahoma City
KOMA 1480 5,000
Oklahoma City
WKY 900 1,000
Ponca City
WBBZ 1200 100
Shawnee
KGFF 1420 100
Tulsa
KTUL 1400 *250
Tulsa
KVOO 1140 25,000

OREGON

Corvallis
KOAC 550 1,000
Eugene
KORE 1420 100
Klamath Falls
KFJI 1210 100
Marshfield
KOOS 1200 100
Medford
KMED 1310 100
Portland
KALE 1300 500
Portland
KBPS 1420 100
Portland
KEX 1180 5,000
Portland
KFJR 1300 500
Portland
KGW 620 1,000
Portland
KOIN 940 1,000
Portland
KWJJ 1040 500
Portland
KXL 1420 100
Salem
KSLM 1370 100

PENNSYLVANIA

Allentown
WCBA 1440 250
Allentown
WSAN 1440 250
Altoona
WFBG 1310 100
Erie
WLBW 1260 1,000
Erie
WLEU 1420 *100
Glenside
WIBG 970 100
Greenburg
WHJB 620 250
Grove City
WSAJ 1310 100
Harrisburg
WHP 1430 *500
Harrisburg
WKBO 1200 100
Hazleton
WAZL 1420 100
Johnstown
WJAC 1310 100
Lancaster
WGAL 1500 100
Lancaster
WKJC 1200 100
Philadelphia
WCAU 1170 50,000
Philadelphia
WDAS 1370 *100
Philadelphia
WFI 560 *500
Philadelphia
WHAT 1310 100
Philadelphia
WIP 610 *500
Philadelphia
WLIT 560 *500
Philadelphia
WPEN 1500 *100
Philadelphia
WRAX 1020 250
Philadelphia
WTEL 1310 100
Pittsburgh
KDKA 980 50,000
Pittsburgh
KQV 1380 500
Pittsburgh
WCAE 1220 1,000
Pittsburgh
WJAS 1290 *1,000
Pittsburgh
WWSW 1500 *100
Reading
WEEU 830 1,000
Reading
WRAW 1310 100
Scranton
WGBI 880 500
Scranton
WQAN 880 250
Silver Haven
WNBO 1200 100
Sunbury
WKOK 1210 100
Wilkes-Barre
WBAX 1210 100
Wilkes-Barre
WBRE 1310 100
Williamsport
WRAK 1370 100
York
WORK 1320 1,000

RHODE ISLAND

Providence
WEAN 780 500
Providence
WJAR 890 500
Providence
WPRO 630 250

SOUTH CAROLINA

Charleston
WCSC 1360 *500
Columbia
WIS 1010 *500
Greenville
WFBC 1200 *100
Spartanburg
WSPA 1420 *100

SOUTH DAKOTA

Brookings
KFDY 780 1,000
Huron
KGDY 1340 250
Pierre
KGFX 630 200
Rapid City
WCAT 1200 100
Sioux Falls
KSOO 1110 2,500
Vermillion
KUSD 890 500
Watertown
KWTN 1210 100
Yankton
WNAX 570 *1,000

TENNESSEE

Bristol
WOPI 1500 100
Chattanooga
WDOD 1280 *1,000
Jackson
WTJS 1310 *100
Knoxville
WNOX 560 *1,000
Knoxville
WROL 1310 100
Memphis
WHBQ 1370 100
Memphis
WMC 780 1,000
Memphis
WNBR 1430 500
Memphis
WREC 600 1,000
Nashville
WLAC 1470 5,000
Nashville
WSM 650 50,000
Springfield
WSIX 1210 100

TEXAS

Amarillo
KGRS 1410 1,000
Amarillo
WDAG 1410 1,000
Austin
KNOW 1500 100
Beaumont
KFDM 560 *500
Brownsville
KPAC 1260 500
College Station
WTAW 1120 500
Corpus Christi
KGFI 1500 *100
Dallas
KRLD 1040 10,000
Dallas
WFAA 800 50,000
Dallas
WRR 1280 500
Dublin
KFPL 1310 100
El Paso
KTSM 1310 100
El Paso
WDAH 1310 100
Fort Worth
KFJZ 1370 100
Fort Worth
KTAT 1240 1,000
Fort Worth
WBAP 800 50,000
Galveston
KLUF 1370 *100
Greenville
KFPM 1310 15
Houston
KPRC 920 *1,000
Houston
KTRH 1330 *1,000
Houston
KXLZ 1440 500
Lubbock
KFYO 1310 *100
San Angelo
KGKL 1370 100
San Antonio
KABC 1420 100
San Antonio
KMAC 1370 100
San Antonio
KONO 1370 100
San Antonio
KTSA 550 *1,000
San Antonio
WOAI 1190 50,000
Tyler
KGKB 1500 100
Waco
WACO 1420 100
Weslaco
KRGV 1260 500
Wichita Falls
KGKO 570 *250

UTAH

Ogden
KLO 1400 500
Salt Lake City
KDYL 1290 1,000
Salt Lake City
KSL 1130 50,000

VERMONT

Burlington
WCAX 1200
Rutland
WSYB 1500
St. Albans
WQDM 1370
Springfield
WNBX 1260
Waterbury
WDEV 550

VIRGINIA

Charlottesville
WEHC 1350
Danville
WBTM 1370
Lynchburg
WLVA 1200
Newport News
WGH 1310
Norfolk
WTAR 780
Petersburg
WPHR 1200
Richmond
WBBL 1210
Richmond
WMBG 1210
Richmond
WRVA 1110
Roanoke
WDBJ 930
Roanoke
WRBX 1410

WASHINGTON

Aberdeen
KXRO 1310
Bellingham
KVOS 1200
Everett
KRKO 1370
Olympia
KGY 1210
Pullman
KWSC 1220
Seattle
KJR 970
Seattle
KOL 170
Seattle
KOMO 920
Seattle
KPCB 710
Seattle
KRSC 1120
Seattle
KTW 1220
Seattle
KVL 1370
Seattle
KXA 760
Spokane
KFIO 1120
Spokane
KFPY 1340
Spokane
KGA 900
Spokane
KHQ 590
Tacoma
KMO 1330
Tacoma
KVI 570
Walla Walla
KUJ 1370
Wenatchee
KPQ 1500
Yakima
KIT 1310

WEST VIRGINIA

Bluefield
WHIS 1410
Charleston
WCHS 580
Fairmont
WMMN 890
Huntington
WSAZ 1190
Wheeling
WWVA 1160

WISCONSIN

Eau Claire
WTAQ 1330
Fond du Lac
KFIZ 1420
Green Bay
WHBY 1200
Janesville
WCLO 1200
La Crosse
WKBH 1380
Madison
WHO 094
Madison
WIBA 1280
Manitowoc
WOMT 1210
Milwaukee
WISN 1120
Milwaukee
WTMJ 620
Poynette
WIBU 1210
Racine
WRJN 1370
Sheboygan
WHBL 1410
Stevens Point
WLBL 900
Superior
WEBC 1290

WYOMING

Casper
KDFN 1440
Sheridan
KWYO 1370

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

RUSSEL WOODWARD, formerly with Batten, Barton, Durstine & Osborn, and later an account executive with Benton & Bowles, has joined the New York staff of Free & Sleininger, station representatives, working on sales and service. He recently resigned from the advertising department of Fenner & Beane, New York stock brokers. Miss Martha McCable has also joined the New York staff of Free & Sleininger.

WINNIE FIELDS MOORE has joined the staff of Campbell, Kellogg and Lohr, Los Angeles agency, as radio account executive. She was on KFI several years as the "Nomad Novelist" and in dramatic productions as an actress.

JACK T. FRENCH, until lately advertising manager for the Richfield Oil Co., Los Angeles, has joined the staff of the H. C. Bernsten Agency in the same city as a radio executive. G. J. Donahue, assistant director of Richfield sales and advertising, has been elevated to the advertising manager's post.

WILLIAM H. VOELLER, vice president of Conquest Alliance Co., New York, left Hollywood Sept. 1 via plane for Mexico City. His plans call for a return via Chicago some time this month. He had been on the coast in connection with transcriptions for foreign stations.

W. S. HOLIEN, Jr., has succeeded N. P. Caldwell as radio director of Hays MacFarland & Co., Chicago. Mr. Caldwell now heads the radio department of Ruthrauff & Ryan, Chicago.

RITA MOTTERSHEAD has been placed in charge of radio continuity in the radio department of Budd Advertising Agency, New York.

JAMES W. DIGNAN has returned to the Los Angeles office of Ruthrauff & Ryan to take charge of radio accounts. J. W. Cahill, formerly with the Los Angeles office of Beaumont & Holman, has taken Mr. Dignan's place in the Ruthrauff & Ryan office in San Francisco.

GEORGE J. PODEYN, formerly with NBC and at one time radio director of Batten, Barton, Durstine & Osborn, has been appointed radio director of Donahue & Coe, New York agency.

NEW YORK LIFE INSURANCE Co., New York, will continue to have its advertising handled by Frank Presbrey Co., New York. Because of an error of information from a usually reliable source, the last issue of BROADCASTING incorrectly reported this account having gone to another agency.

L. D. FERNALD, formerly vice president of Scott Howe Bowen, Inc., and before that with Conde Nast and other publishing houses, has joined Fletcher & Ellis, New York agency, as manager of the markets and media department.

KENNETH PLUMB, vice president of the Frank Presbrey Company, New York agency, and Fulton Dent, manager of their radio department, were in San Francisco late in August to arrange for series of CBS broadcasts of the "Blue Monday Jamboree" for Thomas J. Lipton, Inc., Hoboken, N. J.

DOUGLAS NOWELL, for the past year with KYA, San Francisco, sales department, and prior to that with KSL, Salt Lake City, Utah, and WBZ, Boston, Mass., has joined the San Francisco staff of Greig, Blair & Spight, Inc., radio representatives.

WILLIAM R. STEWARD, station representative in Chicago, announces his appointment as national representative for WCBS, Springfield, Ill., and KRKO, Everett, Wash., and as midwestern representative for WROL, Knoxville, Tenn.

JACK DAVIDSON, formerly of the radio department of Ruthrauff & Ryan, New York, has joined the radio department of Young and Rubicam, New York.

LA LASINE INTERNATIONAL, Inc., New York (La Lasine antiseptic) will use radio with newspapers in a new campaign to be handled by J. M. Mathes, Inc., New York.

RCA VICTOR Co., Camden, N. J. (Victor radios) will use radio with other media in a new advertising campaign to start in latter September. Lord & Thomas, New York, handles the account.

F. E. BARR & Co., Chicago (Boracetine mouth wash, tooth powder), has placed its advertising with Gale & Pietsch, Inc., Chicago.

BOOTH FISHERIES Co., Chicago (fish) has named Carroll Dean Murphy, Inc., Chicago, to handle its advertising. W. F. McClure is the account executive.

SPARKS-WITHINGTON Co., Jackson, Mich. (radios, electric refrigerators), has placed its advertising account with Erwin, Wasey & Co., Chicago.

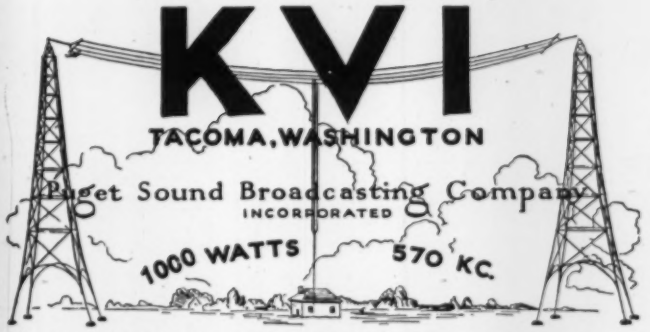
NUNN, BUSH & WELDON SHOE Co., Milwaukee (men's shoes) has placed its advertising account with Gale & Pietsch, Inc., Chicago.

HUMPHREYS' HOMEOPATHIC Medicine Co., New York, has appointed the following agencies to handle its radio advertising: Phillips, Lennon & Co., New York (dog remedies); Biow Co., New York (homeopathic remedies).

ATMORE & SON, Inc., Philadelphia (mince meat) has named John L. Butler Co., Philadelphia, to handle its advertising.

KVI reaches the TACOMA-SEATTLE markets economically

KVI



THIS COLUMBIA NETWORK STATION TAPS BOTH MARKETS AT ONE LOW COST

SURE . . . WE'VE HAD A DROUTH! SO WHAT?

WOW

ON THE N.B.C. RED NETWORK

THAR'S STILL GOLD IN THEM THAR HILLS

$250,000,000 OF IT!

The New Deal has poured a quarter billion dollars into WOW's coverage territory. Crop loans, live stock buying, and other Federal projects have brought the purchasing power of this mid-western area up to a point equal to normal crop years.

And, Furthermore—WOW Is Doing a Real Job Out Here!

WOW's business for the summer of 1934 showed a 60% increase over the summer of 1933. This market is as rich as ever, and WOW covers it completely and consistently.

590 Kilo. Cleared Regional Channel 1000 Watts

WOW is owned and operated by

Woodmen of the World Life Insurance Assn.

OMAHA

JOHN J. GILLIN, Jr., *Commercial Manager*

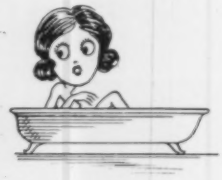
National Representatives:

GRIEG, BLAIR & SPIGHT, INC.

New York, Chicago, San Francisco

XUM

Cold



Bare

2/4

Facts

About KDYL

And Utah's half million people

Fact No. 1 KDYL is Utah's most popular station—proved by authentic surveys.

Fact No. 2 75% of Utah's half million people live within 75 miles of Salt Lake City—fully covered by KDYL.

Fact No. 3 KDYL covers the concentrated more populous centers at least cost.

For Profitable Coverage
Where the People Live

use

An N.B.C. Station

KDYL

"The *Popular* Station" Salt Lake City, Utah

Representatives:

GREIG, BLAIR & SPIGHT, INC.

New York Chicago San Francisco Los Angeles

STUDIO NOTES

WHAT is believed to be the longest remote line in the country has been employed by KOH, Reno, Nev., for the last three months to furnish dance music to the CBS-Don Lee network thrice weekly. The program originates in the dining room of the famous Cal-Neva Lodge on the boundary line between California and Nevada overlooking the shores of Lake Tahoe, and is "piped" 61 miles to KOH, from where it is released to the network. A staff announcer and operator from KOH drive a total of 360 miles each week to put the orchestra on the air.

FRIDAY night half-hour programs in the new auditorium studio of KTBS, Shreveport, La., have been attracting capacity crowds of 500 regularly, reports John C. McCormack, KTBS manager. Twenty-one artists are used in the "KTBS Dixie Land Minstrel Show."

"EL DESPERTADOR" captions an early morning broadcast from KFOX, Long Beach, Calif., with Mexican folk songs and music done by a company of seven Mexican artists. Because most of the Spanish-speaking listeners have to start to work early, the program gets on the air at 5:30 a. m. week days and at 6 o'clock Sunday mornings. On Sundays "El Despertador," which means the alarm clock, steps out of weekday character long enough to be a Mexican evangelical program.

CAPT. TOM DANIELS, commander of the Department of North Carolina American Legion, at the state convention held in Greensboro, Aug. 26-28, in his report commended and thanked WBT, WPTF, WWNC, WSJS, WSOC, WEED, WDNC, and WBIG for their cooperation with the American Legion during the past year, and particularly in broadcasting spot announcements relative to the department convention.

NORMAN CLOUTIER and his "Merry Madcaps" of WTIC, Hartford, have signed on the dotted line to record their syncopated wares on Brunswick discs. Their first record, "Flirtation Waltz," was composed by Alley Wrumbel, a former soloist of the Madcaps' WTIC broadcasts. They have also made wax impressions of a set of numbers composed by Lou Alter for "Convention Girl," forthcoming musical movie. Orchestrations for the Madcap discs are being written by Ben Bonell, former Broadway music arranger now of the WTIC staff.

Want Coughlin in West

KNX, Hollywood, has been "sounding out" its audience, with plugs on news broadcasts and at other times, for reaction on possibility of Father Coughlin transmitting his weekly talks from Detroit to the coast starting early in October. If fan reaction is sufficient to warrant the expenditure, the programs will run for 26 programs with line charges carried by the priest's organization. Father Coughlin's programs on an independent net of 29 stations start Oct. 28.

REID, MURDOCH & CO., Chicago (food products) is buying time signals in a small list of markets, including St. Louis, Minneapolis, Chicago, Louisville and Wichita. Phillip O. Palmer Co., Chicago, handles the account.

O'MEARA-YOUNG
the largest Ford Agency in the Rocky Mountain Region
BROADCASTS DAILY OVER
KFEL—DENVER

Air Transportation Travel Is Boosted By Radio Program

Clever Continuity Increases August Ticket Sales

"SKYBOUND," a 15-minute aviation dramatic program broadcast twice weekly during July over KFAC, Los Angeles, brought to its sponsor two calls regarding air travel the night of the first broadcast, two the second and six the third. Then, on the night of the fourth broadcast, it really began selling air travel tickets. During the next week, tickets to the amount of $276.90 were sold, and during the second week this increased to $728.85.

In addition to these sales, inquiries about air transportation from people interested enough to leave their names and addresses varied between four and eight each broadcast night. The sponsor was all Air Lines Ticket office, sales agency for five lines.

August Boost 400%

AFTER the fourth episode of "Skybound," the night on which tickets began selling, sales were made on the night telephone every broadcast evening until the conclusion of the program, but after the last broadcast, these night sales stopped immediately.

The sponsor's day sales increased over 400 per cent during August above the amount for June, the month preceding the broadcast.

"Skybound" began with a plane motor which faded into the background behind an announcement of departure time of outbound Los Angeles planes. The plane motor faded into a musical obligato behind the reading of prose-poetry description of a view from the airline featured on the evening's program. This blended into the commercial announcement and was followed by the dramatic part of "Skybound." Three minutes of recent commercial aviation news, followed by the closing commercial and a plane motor taking off, concluded the program.

The surprising response in sales and inquiries to "Skybound" proved one of two things—possibly both—that the public was tremendously interested in this type of program, or else that a great many people are sitting in front of their radios merely waiting to be invited to buy air travel tickets.

The dramatic portion of the program was built around three main characters—a 20-year-old lad who wanted to become a pilot, his old fashioned grandfather who opposed him, and an airline pilot who helped the boy attain his ambition. The story dealt with army air mail flying, air express shipping of merchandise and machinery and private flying, and answered many questions about commercial aviation which arise in the public mind.

THREE automobile loads of radio equipment and a crew of technicians and announcers will be sent 230 miles into the eastern plains of Oregon by KOIN, Portland, Ore., to broadcast the closing features of the great Pendleton Roundup, over the CBS network, Sept. 15. Art Kirkham, KOIN's chief announcer, will describe the great outdoor spectacles.

RADIO'S OWN MUSICAL COMEDIES

Spaeth Survey Shows Movement for New Art Form; High Fidelity Reception Also Wanted

A NATION-WIDE movement for development of the radio musical comedy, in which the greatest contemporary writers, composers and artists in musical comedy would be enlisted at once to create new works solely for radio, is gaining impetus under the leadership of Dr. Sigmund Spaeth, composer and musician who has been a featured air artist for several years.

Dr. Spaeth's campaign was crystallized following submission of a questionnaire to leading figures in broadcasting and theatrical fields, all of whom he declared, agreed that "an authentic new art form," which he called the radio musical comedy, will soon appear. He said this would be an art form analogous to musical comedy of the stage. Men of the type of Irving Berlin, George Gershwin, Arthur Schwartz, Jerome Kern, Howard Dietz and Noel Coward, and lyricists and writers of equal standing, he declared, will certainly be engaged in this new art form.

Music Appreciation Study

SIMULTANEOUSLY, the results of a second questionnaire survey dealing with radio, but on the musical appreciation side, was divulged by Pitts Sanborn, New York music critic. More than 100 leaders in music, he announced, have united in calling upon American science and invention "to make drastic improvements in present-day radio instruments," demanding an improved instrument "which will make the radio as important a musical influence in American life as it is a disseminator of ideas with respect to education, and social and political opinion."

The majority of the musical authorities who responded to the Sanborn questionnaire were eager for immediate improvement in the technical quality of radio reception, while others limited themselves merely to suggestions on the types of programs they preferred and to possible technical changes in broadcasting methods. The questionnaire asked if they did not agree that American science and investigation ought, in the interests of musical enjoyment and profit, "to lift the radio as a musical instrument to a still greater height of accuracy and efficiency. Among those responding were Walter Damrosch, Adolph Lewisohn, Ossip Gabrilowitsch, Gustavus L. Becker, Queena Mario and Henriot Levy.

The Spaeth survey drew many comments endorsing the movement from recognized leaders in the field of radio showmanship. "This growing national urge for radio to fulfill its promise of a new type of entertainment, created especially for radio presentation," he said, "is indicated in the answers to the survey."

M. H. Aylesworth, NBC and RKO president, wrote in part: "We have a great need in radio for those who can produce and write for the listener as against the 'eye' and 'ear' audience. This does not apply so much to music as to the dramatic form of the radio art."

William S. Paley, CBS President, wrote in part: "Musical comedy can be beautifully done on the air . . . I hope that a great deal more creative energy will go into such work."

Record Stops Ships

A RECENT broadcast of a gramaphone record by 3YA, Christchurch, New Zealand, of "Rocked in the Cradle of the Deep" caused consternation for several hours among shipping in the South Seas because the background effects included SOS calls in Morse. A New Zealand commercial station operator mistook the calls for distress signals and ordered ships to clear the air. The record will not be broadcast again.

FRUMESS

Colorado's Largest Credit Jeweler has broadcast over

KFEL, DENVER

every day since the Fall of 1929

For Complete Radio Agency and Program Service:

The Leonard F. Winston Company

General Representatives—Advertising and Marketing Counsel
Program Production—Scripts, Artists, and Transcriptions

Features of Distinction Available to Advertisers, Agencies, and Stations

Popular Programs Open for Sponsorship

The Leonard F. Winston Company

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WORK
WDEL
WGAL
WAZL
WILM
MASON DIXON RADIO GROUP, INC.
PRIMARY COVERAGE FOR SPOT BROADCASTING in one of the country's richest industrial and agricultural sections covering portions of four states is available through the facilities of the MASON DIXON GROUP. Among the buying centers covered in this densely populated area with its high percentage of radio receivers are — Lancaster, York, Reading, Harrisburg, Lebanon, Steelton, Hazleton, Wilkes Barre, Pottsville, Shamokin, Shenandoah, Mahanoy City, Tamaqua, Nanticoke, Chester and West Chester in Pennsylvania. Wilmington, New Castle, Newark and Dover in Delaware. Bridgeton, Salem, Pennsgrove, Vineland and Millville in New Jersey. Hagerstown, Frederick, Elkton, Havre de Grace, Salisbury, Chestertown in Maryland.
For specific market or merchandising information address inquiries to —
MASON DIXON RADIO GROUP, Inc.
Clair R McCollough, Gen. Mgr.
Lancaster, Pennsylvania

That's a fair question—Perhaps it's in your mind. The Boston manufacturer above is talking with his New York representative – Listen in across the page. But first, remember this: Big Local Advertisers prefer KMBC – Now, we've done it—But read across page for facts.

KMBC

Midland Broadcasting Co.
Pickwick Hotel, Kansas City, Mo.
New York Office – Chrysler Bldg.
Phone Vanderbilt 3-6581
Chicago Office—Wrigley Building
Phone Delaware 2854

Consent Decree Seen in ASCAP Suit

(*Continued from page* 53)

siring to utilize the service of such stations to promote the sale of their merchandise, orchestra, theatres, and others desiring the right to perform publicly the copyrighted musical compositions of members of ASCAP, "have been unable to negotiate for the purchase of the rights to use such copyrighted musical compositions with members of defendant Society, separately and individually, but have been and are obligated and compelled to acquire from defendant Society, upon terms and conditions arbitrarily fixed by it, a general license to perform publicly the copyrighted musical compositions of all members of defendant Society."

Under this monopolistic non-competitive setup, it is alleged further, stations and other users must either accept an ASCAP license upon any terms and conditions imposed by ASCAP, or subject themselves to numerous infringement suits in which they may be compelled to pay not less than the minimum damages of $250 for each infringement, provided for in the copyright laws.

History of Radio Fight

THE HISTORY of the negotiations which lead up to the arbitrary percentage-of-net-receipts, plus sustaining fee yardstick invoked on Sept. 1, 1932, is then recited in detail. Discriminatory phases of these contracts are also enumerated, including the arrangement made with newspaper stations. In this regard, the petition states:

The license agreement exacted by defendant Society from broadcasting stations owned 51 per cent by newspapers does not require payment to defendant Society of a percentage of the station's income derived from all advertisers, but only requires the payment of a 3 per cent of the income of the station received from advertisers whose programs include musical compositions owned or controlled by members of defendant Society. Such 3 per cent is payable until the total amount paid by the station equals an amount agreed upon between the station and defendant Society in the agreement. * * *

Because stations are required to accept ASCAP license, the petition adds, the incentive to use the compositions of authors and composers other than those in ASCAP has been destroyed, with the result that non-members of ASCAP are prevented from receiving the compensation which they otherwise would receive. The result has been that the popular demand of the listening public is restricted and limited to compositions controlled by ASCAP.

"By reason of the concerted action of the members of defendant Society," continues the petition, "in refusing to issue licenses for the public performance of musical compositions owned or controlled by them, except upon the terms and conditions above set forth, the members of defendant Society have prevented and are preventing the sale and transportation in interstate commerce of musical scores owned by composers, authors and publishers who are not members of defendant Society."

MPPA Tie-up Cited

AS TO the operations of ASCAP in conjunction with MPPA, the petition states:

The members of defendant Society have agreed to restrict and withdraw, at the will of the copyright owner, from radio broadcasting stations licensed by defendant Society the right to perform by broadcasting any individual musical composition, and have so restricted and withdrawn musical compositions from broadcasting in order to enforce their demands for royalties from others. By this means members of defendant Association, through defendant John G. Paine, chairman of the board of governors of defendant Association, acting as agent and trustee for such members and others, have required and still require manufacturers of electrical transcription records to pay the uniform and non-competitive royalties hereinbefore in paragraph 14 described. Such royalties are exacted solely for the privilege of inscribing the copyrighted musical compositions upon the part or record used to reproduce mechanically the program and, in the case of musical compositions controlled by defendant Society, do not include the right to broadcast those compositions by radio.

In connection with the Service Corporation, the petition states:

Every member of defendant Service Corporation has maintained and utilized defendant Service Corporation as an instrumentality by which to eliminate from the music industry the jobber in the sale of sheet music. Prior to the organization of defendant Service Corporation, the members of defendant Service Corporation customarily sold sheet music to retail dealers by and through jobbers who received a jobbers' discount on quantity purchases. Such members of defendant Service corporation have eliminated jobbers' discounts and have maintained uniform and non-competitive prices.

Effect of Combination

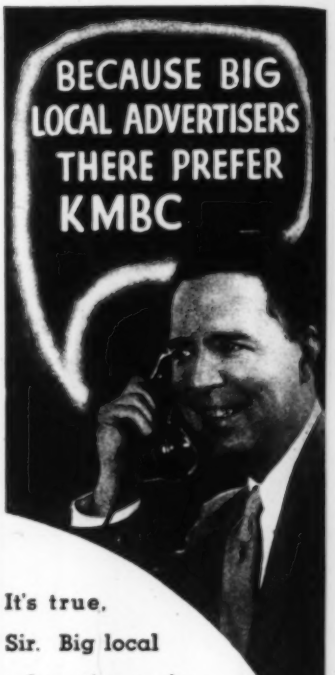
SUMMARIZING the purpose and effect of this alleged combination, the petition states:

All members of defendant Society, defendant Association, and defendant Service Corporation have adopted the means and engaged in the activities aforesaid, with the intent, purpose, and effect of unreasonably and unlawfully maintaining enhanced uniform and oppressive prices in the interstate commerce hereinbefore described, and have otherwise restrained said trade and commerce.

All members of defendant Society, defendant Association, and defendant Service Corporation, through the mutual and identical agreement hereinbefore described, have actively and effectively restricted their own activities, have eliminated competition among themselves, and have created, maintained, and utilized defendant Society, defendant Association, and defendant Service Corporation as instrumentalities to dominate and restrict, directly and indirectly, the activities of others in said commerce, as heretofore described.

The members of defendant Society, through the combination and illegal pooling of their respective individual copyright monopolies hereinbefore described, have created in defendant Society an instrumentality which has the power to and does dictate to and dominate the radio broadcasting industry.

90% of the Advertisers who use more than one Colorado Radio Station include KFEL Denver
920 Kc. "In the Center of the Dial"



It's true, Sir. Big local advertisers in Kansas City do prefer KMBC. That should mean something to you. Local advertisers know which is the most popular station. They also appreciate the experience of KMBC's staff in creating, producing and merchandising effective programs.

KMBC

Midland Broadcasting Co.
Pickwick Hotel, Kansas City, Mo.
New York Office – Chrysler Bldg.
Phone Vanderbilt 3-6581
Chicago Office—Wrigley Building
Phone Delaware 2854

Now that's another matter. The questioning Philadelphia executive above is telephoning his branch manager in Kansas City to find out which is the most popular station there. We could tell him KMBC has the lar— There we go again— but skip across the page for answer.

KMBC

Midland Broadcasting Co.
Pickwick Hotel, Kansas City, Mo.
New York Office—Chrysler Bldg.
Phone Vanderbilt 3-6581
Chicago Office—Wrigley Building
Phone Delaware 2654

Booking of Night Time Opens Way For Improved Day

CBS Starts With One-Hour Kate Smith Program

WITH EVENING time booked almost solid for the coming months, special attention will be devoted by CBS to its daytime programs, and a concerted effort made both to increase the size of the audience during the early hours, and to provide that audience with entertainment comparable to that available at night, either commercially or on a sustaining basis.

Fan mail from daytime listeners has shown a marked increase during recent months. One type of letter received in large quantities has expressed the listener's regret that the entertainment provided before dinner is too routinized, and lacks the big names of the evening commercial periods. The second principal classification in this audience mail consists of missives praising outstanding broadcasts put on during the day.

Talent Available for Day

NOW THAT the networks have been relieved of the necessity for providing all but a minimum of night entertainment, this having been taken off their hands by commercial sponsors, they are free to devote their program-building activities to the morning and afternoon hours. They also have better talent available for these periods.

The first move in the CBS campaign will be the scheduling of a one-hour variety show on Wednesday afternoon, starring Kate Smith and staged largely under her direction. William S. Paley, president of CBS, has ruled that if this time is sold to a sponsor, the talent must go with it. The same order applies to the half-hour evening program featuring the same artist.

This declaration of policy enables Mr. Paley to meet two of the criticisms that have been most often levelled at the builders of program schedules. The first, already mentioned, is the charge that all the good talent is on the air at night. The second is that though the public may appreciate an artist, it is likely to find him or her pushed off the schedules, or at least shifted around every few weeks, merely because a sponsor happens to want that time, and happens not to want that artist.

In this instance, the time will be alloted to Miss Smith. The public is to be assured of finding her program, with guest artists, at a given spot on the dial at a given time on certain days. If the time is sold, or if the artist goes commercial, the public will still find the accustomed entertainment at the accustomed time.

Other important programs, and the assignment of prominent artists to the daytime schedules, will be announced later by the network.

KFEL THE ONLY RADIO STATION used consistently every week during the past 3 years by THE MAY COMPANY DENVER'S DOMINANT STORE

Preston Joins WINS

APPOINTMENT of Walter J. Preston as commercial manager of WINS, New York, was announced Sept. 3 by R. L. Ferguson, station director. Formerly manager of WIBO, Chicago, he left that station in 1929 and became commercial and studio director of WBBM, Chicago, from which he recently resigned. He will organize an entirely new commercial staff and have complete charge of WINS sales, according to Mr. Ferguson.

Contestants Given Radio Engagement

Campbell Soup Co. Auditions Uncover Much Talent

SOME 200 young women who were unsuccessful in the Campbell Soup Company's national contest to select a leading lady to play opposite Dick Powell in "Hollywood Hotel," which starts on CBS Oct. 5, have obtained radio engagements or offers as a result of their performances, an inquiry by CBS has revealed. The contest was won by Rowene Williams, of Minneapolis, a former WCCO and KSTP artist.

More than 50 of these girls are now broadcasting for commercial sponsors, CBS reports. The balance are singing or acting in their own programs or in sustaining periods. Many stations reported that they are expecting to place others who made creditable showings in the contest. In addition to those placed in radio, approximately 85 singers and actresses have gained opportunities for stage and night club work.

Many Were Novices

AT LEAST 70 of these young women never sang or spoke into a microphone before they entered the "Hollywood Hotel" auditions. A slightly larger number broadcast over their local stations on infrequent occasions. The rest have been heard on the air at fairly regular intervals.

At WMAS, Springfield, Mass., the local winner has been given a series of sustaining programs, as also have the four runners-up who are believed by station officials to have unusual voices. The Bridgeport, Conn., winner, Virginia Thompson, who is only 17, had no previous experience of any kind either on the air or in public. She didn't even have a piano in her home. Now, she is being coached by studio attaches and in a short time will be eligible for a commercial broadcast.

13-Year-Old Entry

IN ERIE, PA., the winner has been signed for a local commercial, beginning Sept. 15, and already has had several theater engagements. The winner of the local auditions at KSL, Salt Lake City, a Miss Patsy McArdle, is from Anaconda, Mont., 500 miles distant, and was totally unknown to radio prior to the contest. Thirteen-year-old Beatrice Lackey, runner-up at WADC, Akron, O., is being given a radio build-up through her own sustaining song recitals.

Of course the answer is KMBC. We thot you might want proof so we conducted a survey. We discovered more KMBC programs enjoy the "lion's share" of the total radio audience than those of any other station in Kansas City. May we send you the proof?

KMBC

Midland Broadcasting Co.
Pickwick Hotel, Kansas City, Mo.
New York Office—Chrysler Bldg.
Phone Vanderbilt 3-6581
Chicago Office—Wrigley Building
Phone Delaware 2654

XUM

GENERAL TIRE POINTS PROUDLY

To Jack Benny and Results of National Radio Drive

—As Artist is "Farmed Out" to Jello—

BEST PROOF that Jack Benny's weekly radio program over an NBC-WEAF network has been getting results for the General Tire & Rubber Co. lies in the fact that the sponsor, through President William O'Neil, has just contracted with the comedian and his troupe for a new series of coast-to-coast programs starting next spring and extending through the summer of 1935, according to a statement to BROADCASTING by the General Tire Company.

Next month Benny goes on the air for General Foods, Inc., New York (Jello) in a 26-week schedule over an NBC-WEAF network, but he returns to General Feb. 26 by mutual agreement between the companies. Hays MacFarland & Co., Chicago agency, handles the General account, while Young & Rubicam is handling the Jello account.

Story of Success

FOLLOWING is the story of the General Tire Co. on the success of the Benny program and how it has sold tires:

"While Benny and his associates, Mary Livingstone (or Mrs. Jack Benny), Frank Parker and Don Bestor's orchestra are to be "farmed out," after a manner of speaking, to another sponsor for the winter months, during which the tire activities of all rubber companies are at their lowest ebb of the year, they will again be broadcasting under the General Tire banner long before warm weather comes next spring.

"General Tire has formed its opinion of the value of Benny and his associates as tire merchandisers from an informal survey of the dealers who distribute its products. Reports from distributors of General Tires in all parts of the country indicate that his programs have had a nation-wide appeal and that they have been clicking equally well in the far West and the solid South as in the Northwest and the New England states.

"In many cities, dealers have been supplementing Benny's programs with local newspaper advertising in which they remind readers of the station and of the time when Benny and his cast may be heard each week.

Like Commercial Jibing

"COMPANY sales representatives have reported that, in numerous cases, Benny's programs and clever "plugging" of General Tires have been instrumental in persuading prospective General Tire dealers to apply for General franchises in their particular localities.

"From many cities have come reports that radio listeners like the unusual manner in which Benny introduces the name of his sponsor's product at occasional intervals in the programs. The fact that he does not permit either himself or the announcer to become too serious in their references to the product not only does not detract from the value of the commercial references but adds both to their interest and effectiveness, many General Tire dealers have reported. Benny's particular type of commercial "plug" was tried as more or less of an experiment after General had sponsored a previous program in which all references to the product were in a serious, business-like vein.

"An analysis of comments made by radio editors of daily newspapers throughout the country indicates that their composite opinion of the Benny programs coincides very closely with that of the majority of General Tire dealers. Reflecting as they do the cross-section of the average opinion of their readers on the more important programs, General Tire advertising officials say they feel that Benny's programs have been making and keeping many friends for General in all parts of the country.

"Naturally, it is impossible to arrive, even approximately, at an idea of the actual concrete results of a national radio program in the matter of sales. Many kinds of radio listener surveys have been made with a view to determining this but all have necessarily lacked definiteness in actual results.

Good Salesman

"GENERAL TIRE dealers, as a rule, however, say that they find that Benny's programs appeal to nearly all classes of listeners and that, because of their variety and apparently spontaneous informality, they are looked forward to every week by many thousands of dialers.

"Good music is an important part of a program such as Jack Benny presents and critics who have commented on the excellence of the Benny broadcasts give no small part of the credit for their results to the tenor voice of Frank Parker and the intriguing melodies of Don Bestor and his musicians. No small part of the success of Benny himself is generally attribututed to the excellent complementary fun provided by his wife, Mary Livingstone.

"General Tire believes that people, generally, like to listen to Jack Benny and do not tire of him and that, therefore, he is a good product merchandiser. Believers in quality always, General Tire believes that its entertainers correspond in quality with its merchandise."

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
508 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

Capudine Tests

A TEST program of four weeks, starting Sept. 5, has been placed on WGST, Atlanta, by the Capudine Chemical Co., Raleigh, N. C. (medical). Units of the World Daily Program Service are used. The account is handled by the Dillard Jacobs Agency, Atlanta.

WIOD
MIAMI • FLORIDA
A Quality Station
Covering the southern counties of Florida with the highest type of national and local programs. Reaching radio listeners of Miami's greatest winter season. 1000 watts full time. National representatives, Edward Petry & Company.
A Quality Market
Representing a cross-section of the buying power of the United States. Secure choice time now for this valuable coverage. Studios in the Herald Building, Miami. Transmitter on Collins Island, Miami Beach.
Southernmost
Associated Station
of the National
Broadcasting Company

Every GENERAL MOTORS distributor in Colorado has used
KFEL in 1934
500 Watts—920 Kc.
"In the Center of the Dial"

Detective Programs Framed To Assist Law Enforcement

MacFadden Series Is Timed To Aid U. S. Sleuths

RELIANCE on the topical importance of a subject that is at present much in the news is a feature of the series inaugurated Sept. 5 for MacFadden Publications, New York, *True Detective Stories* over an eastern CBS hookup. In that the broadcasts will take advantage of the activities of the government, there is some similarity to the Johns-Manville campaign, described elsewhere in this issue. The detective magazine, however, will concentrate on the dramatic qualities of the anti-crime drive.

A feature of the publication for some time past has been a monthly pictorial "lineup," in which are included fugitives from justice who are wanted for more serious crimes, and generally concentrating on those who are being hunted over a wide area. Rewards are offered, of $100 each, for information which will lead to the arrest of the men shown. In the last three years more than 60 arrests have resulted from the detective activities of the magazine's readers, netting 35 murderers, along with a few bank robbers.

The radio audience has shown a pronounced liking for detective drama. It has been quickly fired by radio accounts of the progress of outstanding man hunts, such as those for Dillinger and the Lindbergh and Robles kidnappers. Relying on these factors, and on the undeniable power of broadcasting to disseminate propoganda effectively, the publishers of the magazine have decided to use their time on the air to draw attention to the Department of Justice drive against criminals under the federal jurisdiction, and to urge the public to cooperate more fully with local police authorities. They proceed on the assumption that such cooperation is essential, and that public apathy is largely to blame for the prevalence of crime, and for so many criminals getting away unpunished.

Stories from Magazine

THE ENTERTAINMENT part of the programs consists of dramatizations of stories taken from the magazine. The commercials will contain messages from law enforcement authorities, and also draw attention to the line-up appearing in the pages of the magazine.

Another MacFadden publication, *True Story*, has been one of the most consistent advertisers on the air for many years. The *True Detective* account is handled by Ruthrauff & Ryan, New York.

WOC-WHO Boosts Housing Campaign Under Sponsorship

Building Supply Dealers Pay For Informational Series

ONE OF the first stations in the country to bring such an informational service to listeners, WOC-WHO, Des Moines, has inaugurated a series of sponsored programs designed to explain the National Housing Act. Floods of letters from all over the United States are pouring into the station, requesting copies of the booklet of information about the act, offered on the new "NHA and Home Improvement" programs.

To launch the series, daily 5-minute talks explaining the act itself, as well as the policies of its directing body, the Federal Housing Administration, were given over WOC-WHO by Peter Ainsworth, Better Homes Contest editor of *Better Homes and Gardens* magazine, which was active in the formation of the bill.

Building Supply Sponsors

AS A FOLLOW-UP to this series WOC-WHO is presenting a half-hour weekly Home Improvement program at 9 p. m. every Sunday. These 30-minute broadcasts feature an orchestra, a vocal soloist and dramatized informational sketches concerning the National Housing Act. They are sponsored by building supply dealers.

It is the aim of WOC-WHO, in presenting these programs, to help listeners obtain the benefits of the new act by explaining to them the purposes of the government-insured loans made available through the FHA. In each "NHA and Home Improvement" program, a special booklet, prepared by *Better Homes and Gardens* and containing complete information about the act is offered to listeners. The resulting mail, coming from such distant states as New York, Virginia, Montana, Pennsylvania, Ohio, Oklahoma, and Arkansas, as well as from all parts of Iowa and adjoining states indicates the great interest that the programs have aroused.

Business men and civic leaders have expressed approval of the series and offered their cooperation.

J. J. Hughes, National Housing Act Administrator for Iowa, offered the full support and cooperation of the Iowa Housing Administration in aiding in the continued success of the programs.

Fred Bohen, president of the Meredith Publishing Co., said, "I consider the new series a most inspiring effort on the part of WOC-WHO. Explanations of the new National Housing Act are clearly presented, and the programs are undoubtedly a very constructive influence in the community."

Roofing Account Ties In With U. S. Housing Plan In New Network Series

IN ITS FALL series of 15-minute programs on the NBC-WEAF network featuring Floyd Gibbons, the Johns-Manville Co., New York (roofing) is again tying in closely with the administration's campaign for home modernization, as it did in the spring and early summer.

It will be recalled that the company started a six weeks campaign on May 12, describing the J-M "$1,000,000 to Lend Program," and on the following day bills were introduced in Congress to provide for governmental loans to home owners for repairs and modernization. Each week during the series, Gibbons explained the purposes of the legislation and the progress it was making through Congressional committees. Among his guest speakers was Senator Duncan U. Fletcher, chairman of the Committee on Banking and Currency to which the bill was referred.

In the concluding broadcast, June 16, Gibbons was able to announce that the bill had that day been passed. In the fall campaign, beginning Sept. 15, he will outline the procedure to be followed by home owners in availing themselves of the funds appropriated by Congress, and also the services and facilities offered by J-M along lines where the government is trying to promote increased activity. J. Walter Thompson Co., New York, is the agency.

WSYR
is making history in syracuse

GAINS IN 1934

•

Three-fold increase in total advertising

•

Eight-fold growth in national spot

•

203 local advertisers first six months

•

National Representatives:

PAUL H. RAYMER COMPANY

New York Chicago San Francisco

SERVICE . . .

That Means Something!

WAPI 5000 WATTS CLEAR CHANNEL

FIRST IN ALABAMA

"Least cost per inquiry" . . . the goal of every successful advertiser . . . has been won repeatedly by WAPI in Alabama!

Power, coverage and popularity have played important parts, it is true. But the real reason can be directly traced to WAPI's "personalized service."

An experienced program planning department provides programs most popular with Alabama listeners. Our merchandising department checks distribution and sales . . . assures close co-operation with dealers . . . with well directed publicity for building "listeners."

Get facts before you buy "Radio Results" in Alabama.

"THE VOICE OF ALABAMA"

WAPI BROADCASTING CORPORATION 5000 WATTS N·B·C NETWORK BIRMINGHAM ALABAMA

ONE LOW RATE APPLIES TO ALL ACCOUNTS

Local or National—Day or Night.

KFEL RATES are based on complete and effective coverage of the 287,861 (1930 Census) potential listeners within the CITY LIMITS OF DENVER—not the mountains or tumbleweeds.

KFEL

GENE O'FALLON Manager — DENVER 500 Watts — FRANK BISHOP Director

The MICHIGAN RADIO NETWORK

8 STATIONS . . . . .
LOCATED IN MICHIGAN'S
LARGEST CITIES . . .

Compare—

- RATES
- COVERAGE
- PROGRAMS
- SERVICE

Here is your opportunity to reach the largest possible listening audience in Michigan at the lowest possible price! The Michigan Radio Network, operating seventeen hours a day, every day . . . has a primary coverage of approximately 85% of a territory with a population of more than four million people! National advertisers have found the Michigan Radio Network to be an unequalled results producer. Imagine buying time on eight stations in Michigan's largest cities for only $200.00 per quarter hour evenings . . . $110.00 per quarter hour daytime.

Program users of the Michigan Radio Network are entitled to use our Merchandising Department. This service costs nothing . . . and helps to distribute . . . your merchandise . . . arrange demonstrations . . . check credits . . . place displays, etc. Write or wire for details now!

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICH.
300 Madison Theatre Bldg.
Chicago—Wm. G. Rambeau, Manager—360 N. Michigan

Probe into Rate Cutting On Crazy Crystal Spots Begun by Code Authority

FIRST TANGIBLE indication that the Code Authority for the radio broadcasting industry is determined to get at the root of rate-cutting evils was evidenced Sept. 4 when a formal bulletin was sent to all stations to produce any advertising contracts, written or oral, which they may have with the Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals). The company, in addition to an NBC-WEAF program, places a large volume of spot business direct.

Allegations of violations of the rate provisions of the code, it was declared by James W. Baldwin, Code Authority executive officer, led to the action. This is the first of a number of accounts to be investigated to ascertain whether time is being made available for other than card rates, he declared. Contracts in violation of the code, he declared, will either have to be adjusted or cancelled. Otherwise, he asserted, they will be certified to the NRA Compliance Division for "appropriate action."

The majority of the Crazy Crystal spot accounts are placed direct by local representatives of the company. Many of these spot accounts are nearing expiration and soon will be subject to renewal.

The full text of Mr. Baldwin's bulletin, sent to all stations, follows:

It is hereby directed that you immediately furnish this office with a sworn statement showing:

1. Whether you have any contract either written or oral to broadcast programs advertising "Crazy Crystals."

2. All the terms and conditions of such contract. (A copy of the contract duly certified as to correctness is preferred.)

Stations in Zone 1, 2, 3, and 4 are directed to furnish the above information not later than September 15, and stations in Zone 5 are directed to furnish the above information not later than September 20, 1934.

The MOUNTAINS are BEAUTIFUL but THEY DON'T LISTEN
KFEL, Denver
500 Watts—920 Kc.
SELLS THE BUYERS
not the tumbleweeds or mountains

Packard Returns

INDICATING the trend toward advertising of higher priced products on the radio is the resumption of a schedule by Packard Motor Co., Detroit, whose "Packard Cavalcade," featuring Lawrence Tibbett and orchestra, with John B. Kennedy as master of ceremonies, starts on the basic NBC-WJZ network, plus CRCT and CFNF, Sept. 18. Program is booked for Tuesdays, 8:30-9:15 p. m., EDST. Young & Rubicam, New York, handles the account.

A NEW 10,000 watt station to operate on 760 kc., with the call letters CE76, has been authorized by the Chilean government at Valparaiso. The licensee is Senor Angel I. Prieto.

The Only Network Station In Western Montana

BUTTE

ADD BUTTE TO YOUR WESTERN NETWORK PROGRAM!
N B C WILL NOW ALLOW YOU TO PURCHASE KGIR WITHOUT TAKING ANY OTHER STATION.

SEE N B C RATE CARD 16

Over 50% of Montana's Population Lives in Our Coverage Area

BUTTE **KGIR** MONTANA

1000 Watts NBC Western Montana Outlet

Spotlight Program Ad Feature Created

Newspapers in 30 Cities Stated Ready for Service

INAUGURATION of a sponsored program "spotlight" advertising feature in metropolitan newspapers in 30 major cities having NBC and CBS outlets, beginning Sept. 30, and available to network program sponsors, is announced by Radio Announcements, Inc., of New York City. The organization, with headquarters at 220 E. 42nd St., is headed by Franklin Baker, Jr., former president of Franklin Baker Co., and director of General Foods, Inc.

"Network Headliners" is the title of the syndicated feature which the new concern says will be run daily on the radio page in the selected newspapers. Non-cancellable orders, according to Mr. Baker, are now being issued to newspapers. The guaranteed net paid ABC circulation per day of the newspapers to be used is set at 7,250,000. "For but $325 per broadcast," states the company's prospectus, "you can now advertise your show to 7,250,000 homes in 30 cities."

Unlike the conventional "spotlight" radio program advertising used heretofore, "Network Headliners" will be limited to identical space for all program sponsors. The only space sold to any one program for any one day will be seven agate lines deep, across the two columns in the newspaper that the syndicated feature will occupy. This, it was pointed out, will give each participating advertiser equal display and equal opportunity to tell the facts about his program.

The listing, in a five-column timetable (occupying two newspaper columns) gives the time, title of the program, station, artists, and finally the name of the product, advertiser, and whatever other information the sponsor cares to display in his seven agate lines of display space. General Foods, according to the prospectus, already has placed orders for Jell-O, Grape-Nuts and Maxwell House Coffee for the "Network Headliners" service. In addition it is stated that the Campbell Soup Co., Camden, N. J., also has placed its order for the advertising, covering the "Hollywood Hotel" program on CBS which begins Oct. 5. Many other advertisers, it is stated, also have ordered, but their identity is not divulged.

While the newspapers to be used are not named, the cities are enumerated as follows: New York, Philadelphia, Baltimore, Washington, Hartford, Providence, Boston, Worcester, Portland, Schenectady, Albany, Springfield, Mass., Rochester, Buffalo, Syracuse, Pittsburgh, Cincinnati, Akron, Cleveland, Louisville, Toledo, Detroit, Fort Wayne, Indianapolis, Chicago, St. Louis, Kansas City, Des Moines, Cedar Rapids and Omaha.

KFEL, Denver—
EXCLUSIVE advertising medium for The Public Coal Co., now Denver's 2d largest retail cash coal dealer in only 8 yrs.

When you pick

WLAC

—you join a group of advertisers who have already contracted for a total volume of fall business exceeding the peak of last season.

—you enter a rich sales territory (Middle Tennessee) untouched by drought, where abundant crops at good prices are now coming in.

Business was never better at WLAC. Business prospects in the territory we cover are splendid for the immediate future.

J. T. WARD
Vice President

National Representatives
Scott Howe Bowen, Inc.
World Broadcasting System

WLAC 5,000 watts

"IN THE HEART OF THE TENNESSEE VALLEY"
Member Station Columbia Broadcasting System
Owned and operated by Life and Casualty Insurance Co., Nashville, Tenn.

IN SYRACUSE

City of Diversified Industry

Industrial payrolls continue to increase

Retail sales and collections in all lines reflect improvement

New York Central Elevation Project ahead of schedule

Radio ownership over 90 percent

WFBL

offers advertisers the intense listening interest of this unusually fine market

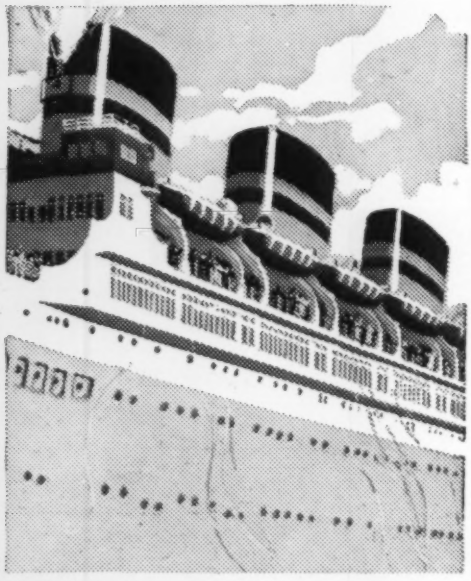
A few evening and morning spots are still available

CENTRAL NEW YORK'S WFBL FINEST RADIO STATION
THE FAVORITE OF LISTENERS — THE CHOICE OF ADVERTISERS
MEMBER OF COLUMBIA BROADCASTING SYSTEM

"Pleasure-Planned"

FURNESS

Vacations



to

BERMUDA

BRILLIANT crowds, brilliant ships, brilliant Bermuda! For short cruises or long vacations, people who know are choosing this superb island resort . . . and traveling "Furness" as a matter of course. For only on the magnificent "Queen of Bermuda" or "Monarch of Bermuda" are they sure of having a private bath even at minimum—as well as the whole catalog of entertainment features concentrated in the Furness "pleasure-plan." $250,000 dance decks, great sports decks, tiled swimming pools, night clubs, cocktail bars, ship-to-shore phones—not to mention the delicious meals and the sea-going shipboard atmosphere for which Furness is noted. Frequent sailings direct to Hamilton.

THE IDEAL CONVENTION CHOICE

Nothing finer than a "Furness" Convention . . . at sea on one of these great vessels—ashore at a leading Bermuda hotel! Every facility for conducting business afloat—including meeting rooms, etc. In Bermuda—golf, tennis, swimming, fishing—gay hotel and resort life at its best!

For information and reservations apply authorized travel agents or Furness Bermuda Line, 34 Whitehall St. (where Broadway begins), New York

FURNESS LEADS THE WAY TO **BERMUDA**

GET PRESS-RADIO BUREAU REPORTS—This is a map showing cities with radio stations cooperating with the Publishers National Radio Committee in broadcasting the twice daily news bulletins taken from the reports of the Associated Press, United Press and International News Service and cleared through the Atlantic and Pacific Press-Radio bureaus in New York and Los Angeles.

NEARLY 200 broadcasting stations, both independently or through their network affiliations, or both ways, are subscribing to the news reports of the Press-Radio Bureau of the Publishers National Radio Committee, formed recently as a cooperative organization of radio and the newspapers to furnish non-sponsored news as a measure of alleviating the differences between radio and the press.

A complete roster of the stations being served by the Press-Radio Bureau out of its distribution points in New York, Boston, Washington, Cleveland, Indianapolis, Chicago, Minneapolis, Kansas City, Dallas and Birmingham has just been made public by James W. Barrett, New York editor, with

FONTIUS is Denver's Leading Shoe Company another Local Advertiser for whom KFEL sells merchandise through daily broadcasts

K·W·K

THE PROPER APPROACH

TO THE

ST. LOUIS MARKET

Representatives

GREIG, BLAIR & SPIGHT, Inc.

THOMAS PATRICK, Inc.

Hotel Chase • *St. Louis*

headquarters at 551 Fifth Ave., and W. R. Gordon, Pacific Coast division editor, with headquarters at 130 South Broadway, Los Angeles.

Mr. Barrett also reported that the evening news report is now being sent by overhead telegrams to 111 stations, by direct wire from his office to five stations, by network to four stations and by local messenger to two. His list, in addition, shows that five newspapers are subscribing to the service to use in connection with their local broadcasts, namely, the *Columbus Dispatch, Washington Post, Rochester Times-Union, Rochester Democrat-Chronicle* and *Peoria Journal-Transcript.*

Stations Furnished Direct

The 35 stations served by New York direct or through the several distribution points fed by New York are:

WEAF, WJZ, WABC, WMCA, WHN, WNEW, WINS, WSEG, WLW, KYW, WMAL, WGN, WEEI, WNBF, WJAG, WRJN, WCBD, WLTH, WJBK, WMBH, WPRO, WCBM, WDEL, WIP, WLCO.

The 53 stations served from New York through the NBC are:

WTIC, WJAR, WTAG, WCSH, WFI, WFBR, WRC, WGY, WCAE, WTAM, KSD, WOC-WHO, WOW, WDAF, WBZ, WBZA, WBAL, WHAM, WSYR, KDKA, WGAR, WWJ, KWK, KWCR, WSAI, WENR, WMAQ, WREN, CRCT, CFCF, WTMJ, WIBA., KSTP, WEBC, WDAY, KFYR, WKBF, WRVA, WPTF, WWNC, WSOC, WJAX, WFLA, WAVE, WSM, WSB, WAPI, WJDX, WSMB, KVOO, WKY, KPRC, KTBS.

The 56 stations served from New York through CBS are:

WOKO, WCAO, WKBW, CKLW, WDRC, WFBM, KMBC, WHAS, WCAU, WJAS, WFBL, WSPD, WJSV, WQAM, WDBO, WDAE, WGST, WPG, WBRC, WBT, WDOD, KVOR, KRLD, KLZ, WLBW, WBIG, WGLC, KLRA, WFEA, WREC, WFSA, WISN, WLAC, WDSU, KOMA, WMBG, WDBJ, WHEC, KTSA, WTOC, KSCJ, WSBT, CFRB, KTUL, WACO, WMT, WSJS, WNOX, WNAX, WDNC, WALA, WADC, WHP, KTRH, KMOX, WBBM.

Los Angeles reports 10 NBC stations being served as follows: KGO, KPO, KGA, KEX, WDYL, KFSD, KGHL, KGIR, KOA and KTAR. Four CBS stations are served, namely, KFRC, KHJ, KGB and KDB. Three Southern California Network stations are served, namely, KFOX, KFWB and KFXM. Two McClatchy stations taking the service are KMJ and KERN, and the Brunton hookup of KJBS and KQW is also being served.

In addition, the Los Angeles bureau is serving the following independently:

KFI, KECA, KFAC, KGER, KLX, KRKD, KMTR, KMPC, KELW KIEV, KTAB, KGDM, KROW, KGGC, KTM, KYA, KOAC, KIT, KMO, KXRO, KOL, KOMO, KUJ, KOIN, KORE, KXO, KVOA, KSUN, KUMA, KICA, KOB, KGHF, KMED, KLZ, KSL, KIDO, KFXD, KID, KTFI, KSEI, KLO.

8 YEARS ON ONE RADIO STATION
and still broadcasting daily
Over KFEL Denver
The Model Furniture Co.

Sell Central MICHIGAN

THRU WJIM LANSING

"THE CAPITOL CITY"

• • •

Concentrate on this lively industrial area with a buying power far above the average

• • •

Detailed information furnished upon request

• • •

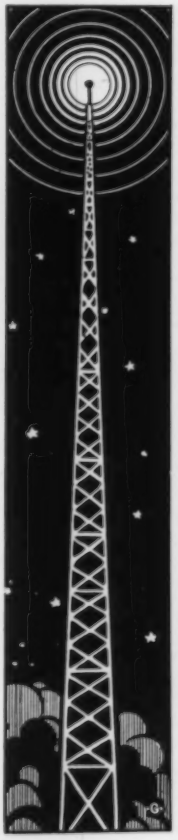
The Most Modern Station in the Middle West

Harold F. Gross
General Manager
Office and Studios
City National Bldg.
Lansing, Mich.

WJIM

Owned and Operated by the Capitol City Broadcasting Co.

MICHIGAN RADIO NETWORK AFFILIATE



We've just been handed

75 MILLION DOLLARS

we'll Share it with you!

★ The hammers are ringing down in the Norfolk and Newport News yards. Uncle Sam has started shipbuilding here—and he's spending 75 MILLIONS. It means 10,000 new jobs.

That's just the *extra* plum!

Take a look at these—

. . . 35,000 sailors are here for two months—spending their pay checks in Norfolk stores.

. . . our summer resorts have broken all records.

. . . there's no drouth here—bumper crops are being harvested.

. . . our 50 steamship lines are loaded every sailing.

We're off to an early, flying start for a *really* prosperous Fall and Winter—no guessing about it!

WTAR serves this rich Tidewater Virginia area exclusively. *No other outside station can be heard here dependably.*

WTAR delivers to you *all* the 50,000 radio homes in its guaranteed area.

Pick a winner! A major southern market—with money to spend—and WTAR to open the door for your product.

ARE YOU PASSING UP A BET

Come in and Help Yourself

WTAR

NORFOLK, VIRGINIA

VIRGINIA'S PIONEER STATION

Affiliated with the
NATIONAL BROADCASTING COMPANY

National Representative
EDWARD PETRY & COMPANY

★ WTAR certified coverage and market data studies by Jansky and Bailey are now available to national advertisers and their agencies.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

AUGUST 30 TO SEPTEMBER 7 INCLUSIVE

Decisions . . .

SEPTEMBER 4

KADA, Ada, Okla.—Granted modification of CP approving transmitter location and move of studio north of Ada, installation of new equipment, extension of commencement and completion dates from 8-6-34 and 11-6-34 to 30 days after grant and 90 days after grant, respectively.

KOL, Seattle—Granted modification of CP; extension of completion date from 9-25-34 to 10-25-34.

WTAX, Springfield, Ill.—Granted license to cover CP 1210 kc., 100 w.; shares with WCBS.

WFBC, Greenville, S. C.—Granted license to cover CP, 1300 kc., 250 w., night, 1 kw. LS, U.

KGKL, San Angelo, Tex.—Granted license to cover CP, 1370 kc., 100 w., night, 250 w. LS, U.

W6XAI, Bakersfield, Cal.—Granted modification of CP (experimental broadcast), extension of completion date from 9-11-34 to 12-11-34.

W2XAG, Portable (New York)—Granted license to cover CP (experimental visual broadcasting), 42000-56000, 60000-86000 kc., 100 w.

W9XDT, Portable (Lafayette, Ind.)—Granted license to cover CP, 890 kc., 50 w.

WBHS, Huntsville, Ala.—Granted special temporary authority to remain silent for a period not to exceed 90 days but in no event for a period longer than 3 a. m., EST, Dec. 1, in order to obtain a location for the station.

Set for hearing: KFUO, Clayton, Mo.—Modification of license, change frequency, increase power and change hours of operation from 550 kc., 500 w. night, 1 kw. LS; shares KSD to 640 kc., 1 kw. day, 1 kw. to sunset Los Angeles, specified hours (hours not used by WOI during D. and to operate from LS to sunset at Los Angeles (part facilities of WOI); KGDM, Stockton, Cal.—CP to move transmitter in Stockton, change transmitter and increase power from 250 w. to 1 kw., change hours from D to U.

WMEX, Boston—Granted an additional ten days beginning Sept. 8 for equipment test period.

KUSD, Vermillion, S. D.—Granted extension of special temporary authority to remain silent beginning 3 a. m., CST, Sept. 1, until Sept. 17, during summer vacation.

WSMK, Dayton, and KQV, Pittsburgh—Hearing scheduled for Sept. 25 ,continued to Oct. 19. (Application for special experimental authority to operate simultaneously, unlimited time.)

Julio M. Conesa, Ponce, Puerto Rico—Granted authority to take depositions in re application for CP for new broadcast station. Case was heard before an Examiner and Commissioner has re-remanded it to the Examiner for the taking of further testimony. Now scheduled for hearing Sept. 24.

WDGY, Minneapolis—Granted authority to take depositions in re application for CP to make changes in equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. LS, change time from limited to unlimited. Case to be heard before Commission en banc Sept. 24.

WGLC, Hudson Falls, N. Y.—Set for hearing application for CP as amended, to move station to Albany, N. Y., and operate on its present frequency, 1370 kc., with 100 w., unlimited time.

NEW, Marion K. Gilliam, Staunton, Va.—Reaffirmed grant of CP for station at Staunton, Va., to operate on 550 kc., with 500 w. power, D. KSD, St. Louis, Mo., has withdrawn its protest and Commission dismissed protest of WEHC, Charlottesville, Va.

Applications . . .

AUGUST 30

NEW, William J. Sanders, New Britain, Conn.—CP to operate on 1380 kc., 250 w., D.

WHJB, Greensburgh, Pa.—Modification of CP authorizing erection of a new broadcast station and requesting approval of exact transmitter and studio location.

WBBZ, Ponca City, Okla.—CP to move transmitter and studio locally; amended re filed in name of estate of C. L. Carrell, deceased, by Howard Johnson, representative.

WGL, Fort Wayne, Ind.—Authority to determine operating power by direct measurement.

WOWO, Fort Wayne, Ind.—Authority to determine operating power by direct measurement.

NEW, Metro Broadcasting Co., Los Angeles—CP to operate on 820 kc., 100 w. night, 250 w. D., limited time; amended to request 100 w. day and night.

KALE, Portland, Ore.—Authority to install automatic frequency control; amended re changes in equipment.

NEW, J. B. Kiefer, Los Angeles—CP to erect a new broadcast station to be operated on 1480 kc., 100 w., D.

KGW, Portland, Ore.—Modification of CP authorizing removal of station, installation of new equipment and increase in D. power requesting further changes in equipment and extension of commencement and completion dates.

Applications returned: NEW, E. B. Gish, Abilene, Tex.—CP to operate on 1420 kc. or any other, 100 w., unlimited time; WTCN, Minneapolis—Modification of CP to install new equipment and increase D. power; NEW, William M. Mace, Glens Falls, N. Y.—CP to operate on 1370 kc., 100 w., unlimited time; WAMC, Selma, Ala.—Modification of CP to move station from Anniston to Selma, and change in frequency.

SEPTEMBER 4

NEW, Frank Lyman, Jr., Boston, Mass.—CP to erect a new broadcast station to be operated on 680 kc., 250 w., and limited time; amended to request limited time until sunset at Raleigh, N. C.

WTAR, Waterbury, Conn.—Voluntary assignment of license to the WATR Company, Inc.

NEW, Joseph M. Kirby, Boston, Mass.—CP to erect a new broadcast station to be operated on 970 kc., 250 w. night, 500 w. D.

NEW, Willard G. Demuth, Uhrichsville, O.—CP to erect a new broadcast station to be operated on 1420 kc., 100 w., D.

WSEN, Columbus, O.—Voluntary assignment of license to WCOL, Inc.

WTOC, Savannah, Ga.—License to cover CP authorizing changes in equipment and increase in power.

WDSU, New Orleans—Voluntary assignment of license to WDSU, Inc.

WMBH, Joplin, Mo.—Modification of license to change hours of operation from specified to unlimited.

KMO, Tacoma, Wash.—Modification of license to increase power from 250 w. to 250 w., night, 500 w., D.; amended to request 500 w. day and night.

SEPTEMBER 6

WEAN, Providence, R. I.—Modification of license to increase power to 500 w. night, 1 kw. D. amended to request 1 kw. day and night.

WLLH, Lexington, Mass.—Modification of license to increase hours of operation from specified to unlimited.

WJR, Detroit—License to cover CP for erection of a temporary transmitter.

WHEC, Charlottesville, Va.—CP requesting installation of new equipment, change frequency from 1350 to 1420 kc., power from 500 w. D. to 100 w. night, 250 w. D., and hours of operation from D. to unlimited D. and share time at night with WEED.

WBNS, Columbus, O.—Authority to determine operating power of direct measurement of antenna power.

WEED, Rocky Mt., N. C.—Modification of license to change hours of operation from D. to unlimited, amended to request unlimited D. and share time at night with WHEC.

WNAD, Norman, Okla.—Modification of license to increase power from 500 w. to 1 kw.

WDBO, Orlando, Fla.—Special experimental authorization to operate with an additional power of 250 w. night, 750 w. day, amended to request modification of license to increase power from 250 w. to 1 kw.

WFBC, Greenville, S. C.—Modification of license to increase power from 250 w. night, 1 kw. D. to 1 kw. day and night.

WXYZ, Houston, Tex.—License to cover special experimental authorization authorizing changes in equipment and operation with an additional power of 250 w.

NEW, Neth L. Lechman, Dallas, Tex.—CP to erect a new broadcast station to be operated on 1200 kc., 100 w., unlimited time.

WGCM, Gulfport, Miss.—Voluntary assignment of license to WGCM, Inc.

NEW, Abilene Broadcasting Co. (Partnership, James N. Walker and J. S. Groves), Abilene, Tex.—CP to erect a new station on 1210 kc., 100 w., D.

WIBA, Madison, Wis.—Extension of special experimental authorization to operate with additional power of 500 w. at night for the period 10-1-34 to 12-1-34.

KSTP, St. Paul—Extension of special experimental authorization to operate with additional power of 15 kw. for the period 11-1-34 to 5-1-35.

SEPTEMBER 7

KSD, St. Louis—Modification of CP permit authorizing changes in equipment and increase in D. power requesting extension of commencement and completion dates.

WHA, Madison, Wis.—License to cover CP for installation of new equipment and increase in D. power.

KWK, St. Louis—License to cover CP for installation of new equipment and increase in D. power.

NEW, Twin Cities Broadcasters, A. R. Ebrite, E. R. Ristine and J. D. Kolesar, Centralia, Wash.—CP to erect new broadcast station to be operated on 1200 kc., 100 w., unlimited time.

NEW, W. L. Gleeson, Alameda, Calif.—CP to erect a new broadcast station to be operated on 1500 kc., 100 w., unlimited time, amended to request change in transmitter site.

THE ENTIRE September edition of *Radio Stars*, fan magazine, is devoted to the story of CBS and its colorful personalities. How the Columbia network was started and grew to its present proportions is told in an article "From Stogies to Stokowski," a history of the organization interpreted through the personality of its youthful president, William S. Paley, who with his family acquired CBS after Mr. Paley had become interested in radio while advertising manager for La Palina cigars. Other articles tell about the stars developed by CBS.

Major Part of Net's Time Goes to Non-Commercials

EDITORIAL policies of CBS, including an analysis showing that nearly three-fourths of all the network's time is devoted to non-commercial programs, are enumerated in a new brochure titled *16 Hours a Day*, printed for private distribution.

Profusely illustrated with combination photographs depicting the CBS program panorama, the brochure gives an enlightening and interesting breakdown of the diversified programs of the network. In 70 per cent of daily broadcasting time devoted to non-commercial programs, it is brought out, are features devoted to adult education, supplementary classroom education, civic welfare, religion, international broadcasts, news events, presidential and government programs, serious music, drama and entertainment.

Commercial sponsors, who by their purchase of 30 per cent of the time defray the entire cost of broadcasting in the United States, according to the publication, have taken cognizance of the elevation of public taste, and are today offering programs of entertainment of markedly higher cultural value than was the case a few years ago. Out of all this program development, it is asserted, "the American radio audience has today the widest choice between programs offering both entertainment of every variety, and directed education, which are available in the world."

In a card accompanying the brochure, William S. Paley, CBS president, said the publication was designed as a "brief accounting of the manner in which we seek to creat programs to serve the varied interests of the many diverse groups in our nation-wide audience."

"Advercasting"

(From World-Radio of London)

THE VOCABULARY of broadcasting is tending to become so standardized and stereotyped that one is inclined to welcome any new words or phrases. The *Times of India*, which does not like broadcast advertising, and speaks of it as "plastering posters on the ether," uses the word "Advercasting," which seems to be a useful term and reasonably explicit. There is an agitation in India at present for sponsored programs. It is argued that there is a stage in the broadcasting development of a country when sponsored programs are necessary in order to furnish funds for programs. Those opposed to the proposal argue that the great need of India is for educational and utilitarian broadcasting, and that not even in the United States, the home of sponsored programs, have there been found firms enterprising enough to sponsor really effective educational programs.

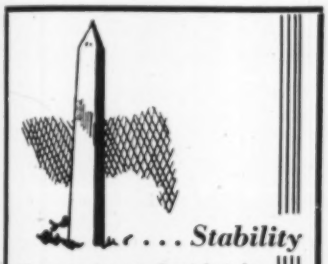
Ingram Adds 13 More

THIRTEEN more 15-minute WBS transcriptions of "Through the Looking Glass with Frances Ingram" have been placed on 17 stations for Bristol-Myers Co., New York (cosmetics). The new series, spotted for weekly presentation, started the week of Sept. 2 on KFI, KPO, WBBM, WJR, WCCO, KMOX, WOR, WGY, WHAM, WLW, WTAM, WCAU, KDKA, WBAP, KPRC, KOL and KFPY. Thompson-Koch Co., Cincinnati, handles the account.

New York Market Data

THE 1934 edition of the *Story of WOR*, a generously illustrated brochure designed essentially to answer the questions most often raised about the metropolitan New York market, has just been issued and is being sent to advertising and sales executives. Tabbed for agency and advertiser market data files, the 50-page booklet contains four pages of case histories of results secured by advertisers over the station.

THE NEW transmitter of KEX, Portland, Ore., was dedicated with a broadcast on the NBC-KGO network Aug. 30 in which Paul Heitmeyer, KEX manager, and Don Gilman, NBC western vice president, made brief addresses.



. . . Stability

We guarantee our Crystals to be ground to an accuracy of BETTER than .03% . . . BUT . . . No Crystal ever leaves our Laboratories unless it is ground to an Accuracy of BETTER than .01% of your specified frequency in order to meet OUR OWN specifications.

PIEZO
ELECTRIC
CRYSTALS

•

Scientific Radio Service was one of the "first" to introduce "Piezo Electric Crystals" for commercial use . . . that was back in 1925 . . . and today, we still pride ourselves with the fact that our aim is toward "QUALITY" Crystals rather than quantity.

Prompt Delivery Assured

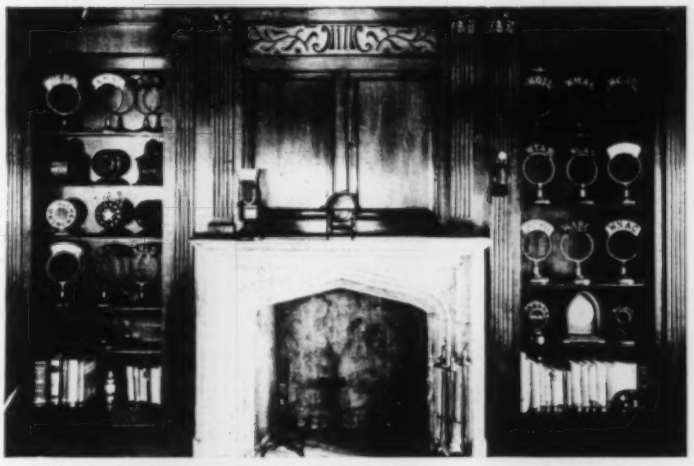
We maintain a Monitor Service

Scientific
RADIO SERVICE

124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Send for our price list and booklet

Dept. B-9.



MICROPHONES AS MEMORABILIA—This is one of the walls of President Paley's office at CBS headquarters in New York, showing his prized display of old-type microphones used by the stations that were original members of the network when he took it over just seven years ago, on Sept. 18, 1927, and began to extend it to the largest single network in the world.

ON SEPT. 18, Columbia Broadcasting System will be seven years old. In that brief span of time, CBS has grown from a nucleus of 16 regional stations to 98 outlets—the biggest broadcasting unit in the world. It is one of the most remarkable developments in industrial history.

Symbolizing this saga of broadcasting, there is a collection of microphones and markers in the paneled walls of the office of William S. Paley, CBS president, which some day will become historic memorabilia of the birth of broadcasting. They include the original 16 stations and seven others associated with CBS in its infancy.

These microphones, although of old carbon and condenser types, now obsolete and antiquated, are objects of sentimental value to the president of CBS. To him they represent the financial uncertainties of network broadcasting, and recall the hazards of pioneering in a new industry, during those days from Sept. 18, 1927, when the Columbia system first was established, to Jan. 1, 1929.

The Original Sixteen

THERE were 16 stations in the Columbia network during 1927, the first calendar year of its operation, and President Paley now has microphones which then were used by 12 of the 16 stations. These bear the call letters of WCAU, Philadelphia; WGHP, Detroit; WADC, Akron; WMAK, Buffalo; WCAO, Baltimore; WEAN, Providence; WOWO, Fort Wayne; WKRC, Cincinnati; KMOX, St. Louis; KOIL, Omaha; WNAC, Boston, and WJAS, Pittsburgh.

The other four stations of the original network, were WOR, Newark, which then was the network's key station; WFBL, Syracuse; WAIU, Columbus, and WMAQ, Chicago.

During 1928, the second calendar year of the Columbia network, the number of affiliated stations increased from 16 to 44. In addition to the 12 microphones representing network stations of the first calendar year, President Paley has microphones of 11 stations which joined the network in that year, or a total of 23 microphones from the 44 stations affiliated with the network in its first two calendar years. These 11 microphones bear the call letters of WABC, New York, now the key station of the network; WSPD, Toledo; WBBM, Chicago; WFAN, Philadelphia; KMBC, Kansas City; WCCO, Minneapolis-St. Paul; WLBW, Erie, Pa.; KFH, Wichita; KRLD, Dallas; WTAR, Norfolk, and WHK, Cleveland.

30 of Nucleus Remain

THE REMAINING 17 stations which joined the network in 1928, are: WMAL, Washington; WWNC, Asheville; WBRC, Birmingham, WDOD, Chattanooga; WDYL, Salt Lake City; KLRA, Little Rock; WREC, Memphis; WISN, Milwaukee; WDSU, New Orleans; WKJF, Oklahoma City; WDBJ, Roanoke; WIBW, Topeka; KMTR, Los Angeles; KEX, Portland, Ore.; KFRC, San Francisco; KGA, Spokane, and KTAB, Oakland.

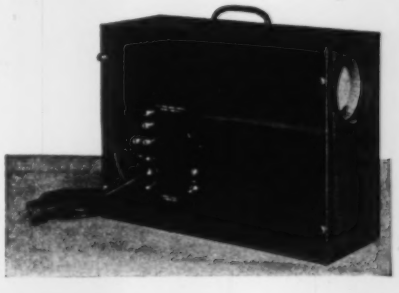
Today, nearly seven years after the Columbia network was organized, there are 98 stations affiliated with it, 30 of which were members of the network of 44 stations in 1928—the end of the period represented in President Paley's collection of microphones.

FHA Excludes Radios

RADIO SETS along with other so-called "movables" are not included in improvements eligible for financing by insured loans, under an interpretation of the Federal Housing Administration, which is conducting the gigantic housing drive of the administration. In its rules and regulations, promulgated this month, FHA states that furniture of all kinds, along with electric fans, toasters, radios and the like may not be financed by loans through that organization.

KFEL HAS SOLD OVER 6,000 nursery shipments to DENVER HOME OWNERS for the Garden Nursery (still broadcasting daily)

OVERMODULATING?



Do your performers hew to the line, or do you overmodulate regularly? And how about distortion? An Electron Oscillograph will show you what is going out on your antenna—every second.

The General Radio Type 635 Electron Oscillograph is portable—convenient—simple and inexpensive.

Price $80.00 (with tube)

Described in Bulletin 633-B

GENERAL RADIO COMPANY

Cambridge A Massachusetts

RADIO OUTLINE MAPS

RESPONDING to an insistent demand from advertisers and agencies, BROADCASTING publishes the revised Radio Outline Map inserted in the following pages. It is revised and corrected to August 15, 1934, the copyright residing in Broadcasting Publications, Inc., Washington, D. C.

EVERY CAUTION was taken to bring this map up to the specifications demanded. Every city in the United States having a radio station as of August 15, 1934, is shown. Time zones are indicated. The opposite side of the map carries a complete log of broadcasting stations, alphabetically by state, city and call letters, with wave length and powers also shown.

THE VALUE of this map, which is here reproduced in exact size, is manifest, particularly in mapping out spot and network campaigns. Extra copies of the map are available for distribution in the same size as contained in this issue, but printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies . . .	$2.00	100 Copies . . .	$5.00
50 Copies . . .	$3.75	200 Copies . . .	$9.00

Single Copies 10c

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BUILDING WASHINGTON, D. C.

Outline for Production Department

(*Continued from page 22*)

vey to determine the relative newspaper and radio audiences. Statistics are already available on how the proportion of radios in homes increases as incomes increase.

In conjunction with the audience survey, a close check should be kept on the programs of competing stations and on the programs that precede and follow any broadcast, for these have a material influence on the station's audience at any moment. Other surveys which might be of value are those which determine how listening habits, and tastes in programs, vary with sex, age, race, and income.

Building Commercials

B. BUILDING programs for commercial sponsorship. Several factors must be kept constantly in mind and the following questions answered satisfactorily:

(1) Will the program meet the need of the advertiser, i.e., will the entertaining qualities be as good in five quarter-hour broadcasts as in three half-hour ones and is the proper time for reaching a special audience available?

(2) Is there enough "meat" to the program to allow it to run the desired number of times, and weeks, without going stale, or flat?

(3) Is there program-product compatibility and the right feeling-tone to the entertainment to go appropriately with the product and sales message? A program of hot jazz would hardly be thought appropriate to stimulate a desire for flowers, but if the product's chief utility is amusement then the mood of the program may be one of frivolity and hilarity.

(4) Does the entertainment appeal to the audience that would have use for the product? If the entertainment is non-musical, it is usually easy to predict the audience and to choose a subject that will appeal particularly to the desired group. Where the chief attraction on the program is music, however, difficulties are encountered. One easy way to escape them is to use the variety programs, so popular at present. If the program is to appeal to both sexes of all incomes, good popular music, freshened by variety, seems a safe bet, and there should be both male and female vocalists. If the article to be sold is a fine car, or something else that will be used only by families in the larger income groups, the problem becomes increasingly difficult. Among women, generally the wealthier a person (up to a certain point) the more she will care for classical or semi-classical music, but the trend is not so pronounced in men. Travelogues, business statistics, and radio society columns are other suggestions for programs for the higher income groups. It should be remembered that the larger the income of the family, beyond a certain point, the less they listen to radio during the daytime hours.

(5) Does the program provide opportunities for dramatization of the commercial announcements, or the use of sound effects to stimulate attention?

Sizing Up Audiences

AFTER a program has been on the air as a sustaining feature for some time, and built an audience for itself, a telephone survey will determine its audience, and the sponsor can be sold a definite circulation.

Several methods may be followed in tying-in the advertising message with the entertainment. A car manufacturer could present a program of information on the care of one's car or travelogues to inspire the desire for touring, or he could present a musical program designed to appeal to the income class which buys his product. Programs designed to have a wide appeal to different classes, should appeal to the more basic interests of people.

C. Among the other duties of the production department are those of supplying the commercial department with information. Suppose a sports broadcast, say a tennis match, has been arranged for a certain time. Obviously, here is an opportunity for a sporting goods store to run announcements before and after the program. Similarly, the broadcast of a women's club program offers an opportunity to follow it with a spot advertisement appealing to women. The production man will keep his eye open for the sales department.

D. Merchandising, usually not considered a function of the production department, nevertheless calls for a knowledge of the salient features of the program, in the preparation of circular letters to dealers and salesmen, newspaper advertisements and window displays, truck posters, caps for salesmen, and counter cards. The program director should be in a position to supply this.

E. Finally, the production director should have a hand in selecting the announcer for a commercial program, for he will be in a better position to know whose voice and style will fit in best with the tone of the broadcast and the sales message.

RCA Expands to Chicago

CHICAGO was added Sept. 5 to the new inter-city radiotelegraph service of RCA Communications, Inc., making six metropolitan cities now in the domestic point-to-point network. The service previously had connected New York, Boston, Washington, San Francisco and New Orleans. RCA soon plans to add Seattle, Detroit and Los Angeles. Western Union is used for pick-up and delivery of RCA radiograms in the cities on the domestic chain, along with the exclusive RCA offices.

FREE & SLEININGER
DEPENDABLE
Radio Station Representatives
NEW YORK CHICAGO DENVER
LOS ANGELES SAN FRANCISCO SEATTLE

WWJ FIRST STATION
IN LISTENER INTEREST
IN AMERICA'S 4TH CITY

More radio sets are tuned to WWJ in Greater Detroit every day than to any other radio station. Every neutral survey substantiates this statement. WWJ has been longer on the air with regular daily broadcast programs than any other station in the world. Its policy from the beginning has been to serve the substantial family folks of Detroit. It is now and always has been the mainstay of most families in Detroit and southeastern Michigan for every type of program because, in addition to N. B. C. features, it has created more local programs of merit and distinction than any other station in Michigan.

For thorough coverage of the great Detroit market you must have

Member of Red Network of the NBC

WWJ

Owned and operated by The Detroit News

The First Radio Station in the World to Broadcast Regular Daily Programs—Established August 20, 1920

Dooley for Shell

EDWIN B. ("Eddie") DOOLEY, All-American quarterback and sports writer, will start his third annual series of thrice-weekly football news broadcasts over 26 CBS stations on Sept. 13 for Shell Eastern Petroleum Products, New York. The program, which will be broadcast on Thursdays, Fridays and Saturdays from 6.30 to 6.45 p. m., E.D.S.T., will be repeated from 6.45 to 7 p.m. for WCAO and WJSV. The agency is J. Walter Thompson Co., New York.

WBNX

MARKS THE SPOT

40% of the buying power in New York and vicinity comprise the audience of this metropolitan station.

For Information Write

WBNX • New York City

Premium Offers of Leading Broadcast Sponsors . . .

(*Continued from page 14*)

Wm. R. Warner Co.—Booklet on Sing Sing, carton required.
Wm. R. Warner Co.—Sample of Vince, no restriction.
Wm. R. Warner Co.—Copy of song, carton required.
Wm. R. Warner Co.—Picture of artist, circular from carton required.
Northam Warren Co.—Nail polish, no restrictions.
Welch's Grape Juice Co.—Bottle opener, carton required.
Welch's Grape Juice Co.—Calendar, bottle cap required.
Western Co.—Racing turtle, carton required.
Wheatena Corp.—Copy of Wheatenaville News, carton required.
Wildroot Co.—Sample of product, no restrictions.
John H. Woodbury Co.—Loveliness Kit, with photographs of Nick Dawson and Elsie Hitz, no restrictions.

Offers Over CBS

THE FOLLOWING offers have been made over CBS, between April and June 30, this year:

Acme White Lead & Color Works.—Literature and color illustrations, no restrictions.
American Home Products Corp.—Free can of Bi-So-Dol, no restrictions.
Elizabeth Arden.—Bandeau for hair, week-end supply of Sun-Pruf cream; no restrictions.
Borden Sales Co.—Cook book, recipe bulletin or menus.
Barbasol Co.—Contest, Pontiac Straight Eight for best answer to question, "Why is Barbasol America's Fastest Selling Shaving Cream?"; carton required.
Borden Sales Co.—Contest, send in statement re "Why I Like Borden's Evaporated Milk Best." Prizes: cash, labels required.
Bourjois Sales Corp.—Special price offer at stores.
Brillo Manufacturing Co.—Rubber soap dish and cake of Brillo, carton required.
E. L. Bruce Co.—Free inspection of property, literature re Termites; no restrictions.
Chappel Brothers, Inc.—Identification locket attachable to dog's collar. Box top or label from "whatever prepared dog food you are using."
Cheramy, Inc.—Special price offer at stores.
Continental Baking Co.—Picture of Happy Wonder Bakers and Vivien Ruth.
Corn Products Refining Co.—Bottle of Rigaud's "Un Air Embaume" perfume, carton required. Also recipe booklet, pouring spout; no restrictions.
R. B. Davis Co.—Planetary map in colors with picture of cast on it, also Buck Rogers emblem; carton required. "Space" helmet on which are lithographed magno-electric ear phones, space goggles and interplanet receiving aerials, also 25th Century rocket pistol; carton required.
R. B. Davis Co.—Cook book, no restrictions.
General Baking Co.—Cook book, no restrictions.
General Foods Corp.—Antarctic map in colors; also copy of South Pole Radio News, cartons required. Pictures of plane which Byrd took to South Pole and set of plans for making working model of this plane, no restrictions.
General Household Utilities Co.—Contest, write 50-word statement on entry blank, obtainable from Grunow dealer. Prizes: refrigerator and radios.
General Mills, Inc.—Gyro boomerang plane model, cartons required. Bon bon dish, free with purchase at stores. Book, "Vitality Demands Energy," re bread and ways of serving it, free at bakeries. Contest, send in name for Jack Armstrong's horse described on program. Prizes: cash, cartons required.
Gold Dust Corp.—Patex dish towel, cartons required. Silk stockings, cartons required.
Hecker H-O Co., Inc.—Game circus, 57 amusements in all, cartons required. Contest, 25 pairs of roller skates daily to writers of neatest and most attractive letters (reproduction of 6-word letter given on program), carton required.
Edna Wallace Hopper, Inc.—Manuel of Youth secrets, with Edna Wallace Hopper Special Restorative Cream, when purchased at stores.
Horn & Hardart Co.—Mother's Day card free with purchase of Mother's Day cake at stores. Picture of girls and boys on program free at retail shops.
Hudnut Sales Company, Inc.—Lipstick and eyebrow pencil, carton required.
Individual Drinking Cup Co., Inc.—Pictures of movie stars on lids of Dixies, 12 lids exchanged for large photograph of any star on lids.
Kolynos Sales Company, Inc.—Tube Plate teaspoon free for purchase of large tube of Kolynos toothpaste 15-day supply of Kolynos toothpaste, no restrictions. Contest Cash for longest list of English given names or nicknames from sentence, "I Use Kolynos Dental Cream," carton required. Cash for longest list of 3-letter standard English words from sentence "Kolynos Dental Cream Brightens Teeth," carton required. Cabinet size photograph of self at Pierre's, Fifth Avenue photographer, carton required. Contest, write statement why you like Kolynos Dental Cream, carton required. Prizes: cash.
Louden Packing Co.—Pin with picture of dog and printed description of breed, carton required.
MacFadden Publications, Inc.—Weekly contests, verdict re case given on program; prizes: cash and autos.
J. W. Marrow Manufacturing Co.—Gift package, containing four beauty articles, no restrictions.

WREN

"HURRAH! WE GOT A LETTER FROM SINGAPORE"

That was a thrill ten years ago. Today, it's much more important to have RESPONSE in your own market. WREN is a leader in a good market--with an audience of people who buy. WREN "gets into the homes" of this audience and will "put your story across."

NBC Basic Blue Network

1000 WATTS
17 Hours Daily

VERNON H. SMITH
Manager

Office and Studio:
WREN BUILDING
LAWRENCE, KANSAS

WREN

GREIG, BLAIR & SPIGHT, Inc.
National Representatives
NEW YORK - CHICAGO
SAN FRANCISCO
LOS ANGELES

60 LIVE TALENT PROGRAMS for Sears, Roebuck & Co., thus far in 1934.

KFEL

ALBANY HOTEL, DENVER

A RIVAL SAYS:

Following the Antenna

WITH ANDREW W. SMITH
Radio Editor The News-Age-Herald

Morris Clayton, of The News editorial staff, does a bit of discoursing on radio today. He says:

To a listener who has been anxiously scanning the Birmingham wavelengths for quite a few years disappointed in the quality of broadcasts our local stations have been broadcasting, it has been a real satisfaction to note the way the smallest of Birmingham stations, WSGN, has made its big sisters sit up and take notice the last few months. People, I believe, were just losing interest and pride in all local programs until this station came along to prove that you do not have to spend a lot of money on high-priced talent in order to stimulate interest. It discovered that Birmingham has plenty of talent, and that all it needed to make it "go over" was careful direction.

MORRIS CLAYTON

And the careful broadcasts from various points of interest have also done a lot to make WSGN a point of attention on the radio dial. The descriptions of baseball games from a tree outside the park, the wrestling accounts, the Ritz Theater broadcasts, the fire and the subsequent hearing broadcasts—all these have served to make us dial twisters turn back to a wavelength we'd nearly forgotten.

[illegible] just one complaint -that Mar[illegible] review occur

SELLING
BIRMINGHAM, ALA.

WSGN

Full Time 1310 Kc.
S. A. Cisler, Mgr. 250-100 Watts

Pet Milk Sales Corp.—Booklet on "When Baby Needs Milk from a Bottle," no restrictions. Recipes and menus. Household Reminder, weights and measures for kitchen use; picture of baby picture appearing in *Saturday Evening Post*, no restrictions.

Pillsbury Flour Mills Co.—Aluminum covered cook book at special discount, with carton.

J. L. Prescott Co.—Rag doll or airplane glider, carton required.

R. J. Reynolds Tobacco Co.—Book, "Know Your Nerves," packages required.

Rieser Co., Inc.—Cigarette lighter for carton. Enamelled powder compact for carton.

Sterling Products, Inc.—Book, "The Story of Skippy," free with purchase. Skippy book of comics in colors, free with purchase.

Sterling Products, Inc.—Pictures of radio artists, no restrictions.

Underwood-Elliott-Fisher Co.—Offer and contest, booklet re Mount Rushmore Memorial, covering rules of contest appearing in Hearst newspapers. Contest offering Underwood Portable typewriter to author of best inscription in each district covered by stations carrying program. Booklet obtainable at dealers or branch offices.

Union Central Life Insurance Co.—Booklet describing Economic Adjustment Plan, no restrictions.

Wasey Products, Inc.—Pamphlets in series of 20 for cash. Book, "The Voice of Experience," regular edition $1.50; de luxe, autographed edition, $3.00. Series of pamphlets for cash, extra pamphlets gratis. Copy of speech made by Voice of Experience, no restrictions.

R. L. Watkins Co.—Bottle of Shampoo, no restrictions.

Webster Eisenlohr, Inc.—Contest, choose man or woman who you think is outstanding athlete of the week, carton required.

John H. Woodbury Co.—Loveliness Kit, photograph of Bing Crosby; no restrictions.

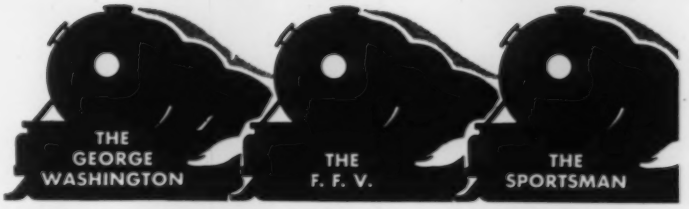
Wheatena Corp.—"Ye Happy Minstrel Memory Book," carton required.

Worcester Salt Co.—Toothbrush, carton required; 10-day supply of Worcester Salt toothpaste, no restrictions.

FTC Cites Evans Fur Co. For Unfair Competition

UNFAIR METHODS of competition in the sale of fur garments is charged in a complaint issued by the Federal Trade Commission Sept. 7 against Evans Fur Co., of Chicago, and its officers, as well as the Kent Fur Co., and two other individuals as agents of the Evans concern. In advertising in newspapers, periodicals and on the air, the complaint alleges, the Evans company "represents that it manufactures its fur garments and that customers purchasing from the company save the middle-man's profit." The Commission charges that the Evans company is not a manufacturer of fur garments, but purchases the finished or almost finished garments from jobbers or manufacturers.

The complaint also alleges that the company erroneously advertises that its prices are 75 to 50 per cent of their real value, and that representations are falsely made that its garments are worn by popular motion picture actresses "pictures of whom are used in the respondent's advertising." It was given until Oct. 5 to show cause why orders should not be issued requiring them to cease and desist from these practices.



STAR PERFORMERS
on your
CONVENTION PROGRAM

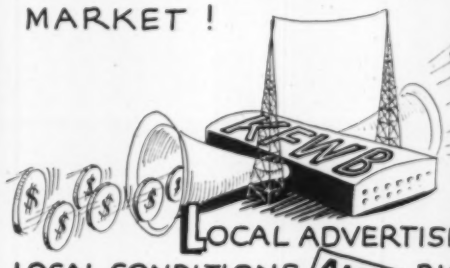
THE GEORGE WASHINGTON
THE SPORTSMAN - THE F. F. V.
The Finest Fleet of Air-Conditioned Trains in the World

THE finest fleet of air-conditioned trains in the world will contribute a great deal to the success of your convention. They will bring delegates to Cincinnati feeling cool, rested, and refreshed. We have broadcast the comforts and conveniences of Chesapeake and Ohio trains over many stations. You will find that we have been rather conservative in our statements when you travel to the N.A.B. Convention on these radio-equipped, air-conditioned trains—The George Washington, The Sportsman, or the F.F.V.

CHESAPEAKE and OHIO
Any ticket agent can route you on the Chesapeake & Ohio. INSIST UPON IT!

ABOUT RADIO IN SOUTHERN CALIFORNIA
It's a Fact!

KFWB SERVES MORE LOCAL ADVERTISERS THAN ANY OTHER STATION IN THE LOS ANGELES MARKET!



LOCAL ADVERTISERS KNOW LOCAL CONDITIONS AND PICK THE STATION GIVING BEST RESULTS PER DOLLAR!

1000 WATTS ...enough power to do the job
950 KILOCYCLES ...in the middle of the dial

KFWB
LOS ANGELES
OWNED & OPERATED BY WARNER BROS. MOTION PICTURE STUDIOS

NOTE: Facts, figures and other information on request

SELL CALIFORNIA

. . . and you've sold over

50%

of the Eleven Western States

•

Radio Sets in Eleven Western States 2,021,233

Radio Sets in California 1,128,712

•

DON LEE Broadcasting Stations are located in the 8 major markets and give you a complete blanket coverage of California.*

The Don Lee Broadcasting System will deliver your sales message to the largest number of buyers in the richest trading markets at the lowest possible cost.

If you want to sell the Coast, or any part of it, better write or wire for detailed information.

DON LEE
Broadcasting System

C. Ellsworth Wylie
General Sales Manager, Los Angeles

•

*
Los Angeles, KHJ — Fresno, KMJ
San Francisco, KFRC — Stockton, KWG
San Diego, KGB — Sacramento, KFBK
Bakersfield, KERN — Santa Barbara KDB

(Northwest Unit)
Portland, KOIN — Seattle, KOL
Tacoma, KVI — Spokane, KFPY

•

Los Angeles Office.....7th at Bixel St.
San Francisco Office..1000 Van Ness Ave.

Market for More Radio Accounts

(*Continued from page* 13)

edge and cultivation of the retail market in particular.

Regarding the first, let me ask one question: In how many instances is there a conscious sales planning in terms of the seasonal characteristics of particular types of sponsors? I hope my own pessimistic conclusions are wrong. Many opportunities present themselves in this field. The great one-month rise of local and spot automobile advertising in January—at auto show time; the pressure by local auto dealers in the early fall to clear out existing stocks; the October and November pressure in the national spot accessory field in anticipation of winter—Prestone and such products; the high points in local clothing advertising in November, December and March are examples of special pressure selling open to every station.

Regarding the second point, a better knowledge of the part played by advertising, and radio in particular, in the field of distribution: There are four essentials to every successful selling campaign: (1) A well-conceived market; (2) a product adapted to it as completely as possible; (3) carefully selected channels of distribution; and (4) well conceived advertising and sales promotion. The radio advertising plan must be so constructed as to best fit itself into the requirements of all four of these elements. This is especially true with regard to sound programming for the market, and sound merchandising for the channels of distribution.

Merchandising Tie-Ins

IT SEEMS to me that no medium gains more than does radio from the proper merchandising tie-ins. The potentialities of sampling, the possibilities of cerrelation of radio and point-of-purchase advertising in store windows and on shelves, are great indeed. Though they should not be the station's task in execution, their possibilities should always be in the station's mind when planning its radio endeavor, and should be called to the attention of the sponsor when necessary.

Finally, regarding further cultivation of the retail market. It seems to me that here lies the next task in the non-network advertising field. Functionally, radio is well designed for retail advertising. For the larger retailer it is a medium whereby institutional prestige can be built up. One sells the store and its personality as well as the goods in it; and in this radio can help materially as the experience of Bamberger's has well indicated. This is important to department, chain stores and mail order houses. Radio also has an immediate appeal and the morning shopping hour produces retail results. For the small retailer, radio presents a cheap medium, where, if he is correctly guided, he may secure satisfactory sales results at minimum cost. Careful sales guidance in the use of spot announcements, and scientific development of participation programs possess important potentialities in this field.

A Challenge to Radio

RADIO certainly cannot do the entire retail job; but the 68.6 per cent of all retail advertising and promotional expenditures allocated to newspapers, according to the National Retail Dry Goods Association, constitutes a challenge to the selling forces of radio.

Two retail ideas may be of interest at this point. The first of these is the observation that the retail picture is shifting every week. Each new season, new holiday and public occasion brings its own sales. Each therefore constitutes a distinct sales opportunity. Why not incorporate these possibilities into the general program of the station, and make them the basis for the sale of radio advertising to the retailers of the community?

The second suggestion is the possibility of developing a radio counterpart of the special advertising sections which have been a feature of newspaper advertising for many years. When the time comes for papering, painting, and restoring worn out furniture, in March and April, why not develop a special program or series of programs which the retailers of the community may sponsor? There is a natural trend toward increased sponsorship by industries of this type during the spring. I understand some stations already have engaged in this type of advertising.

Thus far we have dealt with rather general suggestions. But what can be done concretely to reduce these suggestions to action? A number of possibilities present themselves, some requiring cooperative effort, some open to individual stations. I am more interested in the cooperative program since I believe that only by cooperative planning and promotion can radio compete successfully with other media, or for that matter, can any industry hold its own with competing industries.

Joint Promotion Needed

THE FIRST great need of the radio broadcasting industry is cooperative promotion. For many years the newspapers of the country have done this through the Bureau of Advertising of the ANPA. The large magazines have accomplished the same purpose through their splendid research and promotional departments. The outdoor advertising interests have done an excellent cooperative job in this direction. Other industries such as the cotton textile industry, the copper and brass manufacturers, and the printing establishments of the country have been equally active. The work of the Cotton Textile Institute, the Copper and Brass Research Association and the Typothatae of America are well known. It is high time the radio broadcasting industry takes similar steps to prepare itself for the severe competition which lies ahead. The work of your trade association should be expanded along these lines at the earliest possible moment.

What should be some of the elements in such a program? In the first place, the available trade statistics must be improved. It is

• PERSONALIZING

W-I-N-S

NEW YORK CITY •

AMERICAN RADIO NEWS CORPORATION
114 East 58th Street

VOICE OF THE NEW YORK AMERICAN AND THE NEW YORK EVENING JOURNAL

desirable that at least annual figures as to gross revenues be collected from every commercial station. If the necessary breakdowns are to be made by classes of stations and by geographical districts, which should be made, it will be necessary to double the number of stations at present contributing to the NAB statistical service. Provision must also be made for statistical treatment, interpretation and dissemination of information gathered, in a manner and to a degree equal to that of competing media.

In addition to the improvement of available trade statistics, there is a decided need for common promotion of the industry. Thus far the entire promotional activities of the industry have been haphazard. Each of the networks has been moderately effective along particular lines and some individual stations have engaged in profitable activities. But there has been no concerted attack. There has been no common collection of available information regarding listener behavior, methods of broadcasting, uses of radio advertising—no common approach to the problems of selling radio.

Illustration With Moral

LET ME give an example at this point of what one industry is doing. Recently, the millinery code authority, wisely seeing the need of more than code enforcement, launched a promotional campaign for cotton fabrics. An experienced merchandising and advertising man was hired to head the effort, which was aimed to secure $40,000,000 additional sales. Summer hats were the item to be featured, hats previously having been sold principally in spring and fall. Accordingly hat openings were held by manufacturers in principal cities. A sum of $40,000 was spent by the authority to tell the retailers—by means of pamphlets, trade press and exploitation books—what the new campaign would mean to them. Advertising and mat service was furnished, and retailers were shown how to sell summer millinery. During the early part of May approximately 700 newspapers were reported to be planning special millinery sections featuring the campaign.

There are three morals in this illustration. The first of these is that an industry, hard hit by depression, saw the value of a common attack on a common problem. The second moral, which it would be wise if our economic planners would think about more seriously, is that prosperity comes to an industry and a country through increased distribution of goods, not through restricted production. The third moral—of immediate importance—where was radio in this program?

More Interchanges Urged

RADIO must have a sales program of its own—for network, spot and local advertising—if it is to succeed as it should in this new battle, not between individual companies, but whole industries in this competition of the immediate future. Radio also must sell itself enough so that when a cooperative effort by an industry comes along radio itself is at least considered. There are splendid opportunities for sales in fields such as these.

As a part of common promotion, radio needs more interchange of information. It is a rather sad commentary on the consciousness of the industry of its common problems that the program exchange service, established last July at the suggestion of the NAB commercial section, should have died three months later because of lack of interest. Probably it was not the right type of endeavor, but in that case the industry should have been interested enough to develop something that did fit this obvious need.

In the radio sales field, one member of the NAB has suggested the holding of periodic clinics, in different sections of the country, where sales and similar problems might be discussed, and where case stories would be stressed. The fostering of research, either through the establishment of fellowships or chairs of radio advertising in connection with leading business schools of universities or by some similar means—which have been employed by numerous trade associations in the past—might be of assistance. The establishment of a reference library by NAB, which would include all pertinent information regarding the legal, economic, technical and artistic phases of radio, would be of some assistance in this field, since such a compendium does not exist at present.

A separate bureau, similar to the ANPA Bureau of Advertising might be established. These are merely suggestions, many of which are probably impractical. The point in which I am interested is that of emphasizing the necessity for a cooperative approach to the problem of selling radio advertising and of improving it; and of not merely being content with a common attack of legal and legislative problems when danger threatens. I have no brief for any method: I only ask that it works.

Regarding the concrete steps which the individual station can take I shall say little or nothing. The brief survey of this field which I made prior to preparing this paper convinced me that I knew too little about it to venture to speak on this phase. I hope that my ignorance here will be remedied by next year.

I should like, however, to read a paragraph from one reply which I received: "I think that if you stress your talk along the lines that radio stations should be careful as to the character and ability of the salesmen they send out, and exert every effort to give the advertiser conscientious, constructive service, doing what you can in the way of making suggestions for his window displays, exterior and interior of his store, as well as to the ability of his own sales people, you will be developing a thought that will be beneficial to everybody."

Staunton Grant Affirmed

REAFFIRMING its previous decision, the FCC Sept. 4 authorized a new station at Staunton, Va., to use the call WSVA and to operate on 550 kc. with 500 watts daytime. The licensee is Marion K. Gilliam, former part owner of WMCA. The original grant was suspended because of protests of KSD, St. Louis, and WEHC, Charlottesville, Va., which now have been dismissed.

WRVA

RICHMOND

5,000 WATTS

CLEAR CHANNEL

"In the Heart of Virginia"

•

Serves a Metropolitan Area That Should be On Your "A" List!

•

Owned and Operated By the Manufacturers of

EDGEWORTH SMOKING TOBACCO

AGAIN, WJAS ★ exclusively!

SUN DRUG CO.

ONE OF PITTSBURGH'S LARGEST DRUG STORE CHAINS

is now on WJAS with a One Hour broadcast once-a-week.

SUN Drug Stores are located throughout the Pittsburgh trading area.

Being a "local" organization, SUN executives understand Pittsburgh conditions and Pittsburgh radio values.

SUN uses WJAS exclusively.

WJAS

PITTSBURGH

Columbia Basic Network

CHAMBER OF COMMERCE BUILDING, PITTSBURGH, PA.

• WIT •

Announcing a New

FREQUENCY MONITORING SERVICE

Reference frequencies derived from the National Standard of Frequency of the National Bureau of Standards by continuous leased wire service. No local Frequency standard is maintained. All measurements therefore are in accord with paragraph 205 Rules and Regulations of the F. C. C.

For 24-Hour Service Phone GReenwood 2134

WASHINGTON INSTITUTE OF TECHNOLOGY

McLachlen Building Washington, D. C.

Regulation Is Convention Issue

(*Continued from page* 10)

cluding his fourth year, Mr. Loucks appears certain of reappointment by the board of directors immediately following the convention, despite reports that he would retire voluntarily to return to the practice of law.

Bellows to Report

MR. LOUCKS will be followed by Chairman Bellows of the legislative committee and by Joseph A. Chambers, WLW, chairman of the engineering committee, who will report on technical developments and prospects.

The morning session on Tuesday, Sept. 18, will be given over largely to commercial problems and will include the report of Arthur B. Church, KMBC, chairman of the commercial committee; H. K. Carpenter, WHK, chairman of the cost accounting committee, and E. M. Elkin, KDKA, chairman of the tax committee. At the afternoon session, Mr. Shepard, as chairman of the Code Authority, will give a resume of code administration. The activities of the Trade Commission in surveying broadcasting continuities to eliminate false and fraudulent commercial credits will be reviewed by Commissioner Ewin L. Davis, former chairman of the House Merchant Marine, Radio & Fisheries Committee. Sol A. Rosenblatt, division administrator of NRA in charge of the broadcasting code, is listed to speak on the coordination of America's amusement industries under NRA.

Election of officers will take place immediately following Mr. Rosenblatt's address. Nominations must be presented in writing to the nominating committee, to be named by President McCosker prior to adjournment at the opening session.

Programs and Copyright

RADIO programming and copyright will be the order of business Wednesday, Sept. 19. Fred Willis, educational director of CBS, will speak on education by radio. The report of the program committee then will be presented by Edgar L. Bill, WMBD. Listed to discuss copyright generally are Oswald F. Schuette, NAB copyright advisor; Joseph C. Hostetler, of Baker, Hostetler, Sidlo & Patterson, NAB copyright counsel, and Isaac D. Levy, NAB treasurer and head of the copyright campaign fund.

At the concluding session Wednesday afternoon, resolutions will be presented for action, and the new officers will be installed.

The annual banquet will be held Tuesday night. All local arrangements are being handled by a committee headed by Mr. Crosley, who has tentatively arranged for talent from the networks. Arrangements have also been made by Mr. Crosley for a stag party Monday night.

The Code Authority meeting on Sept. 20 will be presided over by Chairman Shepard and James W. Baldwin, executive officer. An open forum discussion of all provisions of the code, which has been in operation since last December will be held. Trade practice provisions, notably those having to do with maintenance of rates, stand out among the topics expected to arise. It will be the first open meeting since the code became effective and, so far as is known, it will be the first general meeting of participants in an NRA code ever called.

Proprietary Group Asks Media and Agency Aid

COOPERATION ACTION on the part of advertisers, agencies and media can effectively regulate advertising and avoid the threat of government intervention, Edward H. Gardner, executive secretary of the advisory committee on advertising of the Proprietary Association, declared Sept. 6 at a luncheon meeting of advertisers, broadcasters and publishers at the Advertising Club of New York.

Discussing the scope of the new proprietary committee, appointed following agitation for enactment of food, drugs and cosmetics legislation, Mr. Gardner declared the help of every manufacturer of proprietary remedies, of every advertising medium and of every agency is needed for complete success of the project.

Talk about a "consumer strike" against advertising was discredited by the speaker. "I do not believe there is a consumer strike against advertising," he said. "I believe that many of the very people who declare that they do not credit advertising claims are buying more advertised goods today than they did two years ago. . . . "I believe that American industry is wholly competent to regulate advertising. I don't believe that it requires a moral censor, appointed from without, to crack down on undesirable practices."

Family Dead in Crash

ARTHUR STEBBINS, member of the Beverly Hills (Cal.) firm of Berg, Stebbins, Allenburg & Blum, theatrical-radio talent organization, was prostrated and under the care of physicians as the result of an automobile accident which claimed the lives of his wife and two children Aug. 30. Mrs. Stebbins, with Lila Belle, aged 11, and Jerry, 13, and others in the party were in an automobile crash near Bakersfield.

Stark Joins WNEW

CHARLES M. STARK has been appointed executive sales director of WNEW, Newark. He was formerly manager of Radio Sales, Inc., a subsidiary of CBS and previously was associated with Lennen and Mitchell and the J. Walter Thompson Co.

Don Lee

(*Continued from page* 16)

Angeles television station and several auxiliary transmitters.

He was president of the Don Lee Broadcasting System with his son, Tommy, as vice president and head of the Tommy Lee Artists' Bureau. Mr. Lee was born in Lansing, Mich., in 1881, attended public schools in Chicago and was graduated from Northwestern Military Academy with the class of 1897. He later moved to Seattle to be in the lumber business and in 1904 entered the automobile field. For more than 25 years he had been California state distributor for Cadillac cars and, more recently, the La Salle line.

He had been married three times —in 1904 to Etta Stewart; 12 years later to Annabelle Torbet, from whom he was divorced in 1926; and last June to the present Mrs. Lee, the former Geraldine May Jeffers Timmons, of Texas, in a surprise wedding at Aqua Caliente, Mexico.

Outstanding Yachtsman

IN THE FIELD of civic enterprises and yachting he was always an eager enthusiast. His steam yacht *Melodie*, was one of the most elegantly furnished of coastwise pleasure craft. An earlier yacht, the *Invader*, broke speed records in the Honolulu races of 1926.

Mr. Lee's club memberships included the California Yacht Club, All-Year Club of Southern California, Annandale Golf Club in Southern California and the Bohemian, Olympic and San Francisco golf clubs in the northern part of the state.

His wife and son were at his bedside when death came. Los Angeles broadcasters joined with the Don Lee stations in observing moments of silence in respect to his memory, and radio was well represented at the funeral services. The funeral took place Sept. 2 at Pierce Bros. Mortuary with cremation the following day at Inglewood Park Cemetery.

BEGINNING its eighth consecutive year with a 40-week contract over WOR, Newark, commencing Sept. 10, Alfred W. McCann Laboratories, Inc., New York (food advisors) has launched a new series featuring Alfred W. McCann, Jr., on a five-day weekly schedule.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

ADVERTISING AND MERCHANDISING STATION EXECUTIVE

With agency known nationally for successful radio programs. Formerly commercial manager of network affiliate in 100,000 city. National advertising, mail order and retail experience. Programs planned for sales and merchandising possibilities. Know *tested* methods for making programs successful producers. Connection with right station sought. Box 215, BROADCASTING.

As Manager, 35, energetic American. Thoroughly experienced broadcasting business from control room through executive duties. Now employed important midwest station. Desires change locality. Go anywhere. Desire particularly job building up old or new station. Address Box 214, BROADCASTING.

Announcer — continuity writer - pianist. Excellent musical background. College training, pleasing personality. Dramatic experience. Will go anywhere. Salary secondary. Results guaranteed. Box 213, BROADCASTING.

PROFESSIONAL DIRECTORY

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

NOT HIGH POWERED
NOT Network Affiliated
BUT KFEL DOES SELL MERCHANDISE FOR A LARGE PERCENTAGE OF LOCAL ADVERTISERS WITH 500 WATTS, 920 KC. IN
DENVER
MEMBER NATIONAL ASS'N OF BROADCASTERS SINCE 1930

Advertisers Buy Coverage

Coverage is vitally dependent upon Transmitter Location and Antenna Efficiency

★ Jansky & Bailey engineering at one station—on which work was recently completed — resulted in an increase in coverage of over 300%.

THE training and experience of Jansky & Bailey engineers, plus the extensive background gained through the production of the Certified Coverage Reports, now accepted by advertisers and agencies, preeminently fit this organization for all radio engineering work designed to improve coverage.

In addition to a notable record of completed general engineering surveys, Jansky & Bailey at this date are actively engaged in location and efficiency studies for six major broadcast stations.★

JANSKY & BAILEY

National Press Building — Washington, D. C.

AN ORGANIZATION OF QUALIFIED RADIO ENGINEERS
DEDICATED TO THE SERVICE OF BROADCASTING